

CLUB

THE NATIONAL MAGAZINE
FOR EXECUTIVES OF TOWN
AND COUNTRY CLUBS

Management

NOVEMBER

1960

In This Issue: Party Ideas





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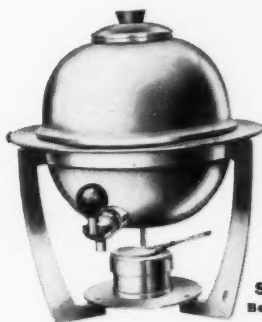
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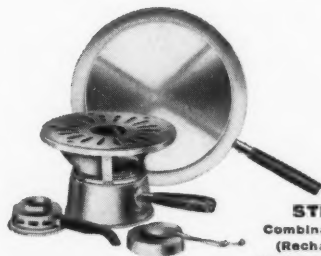
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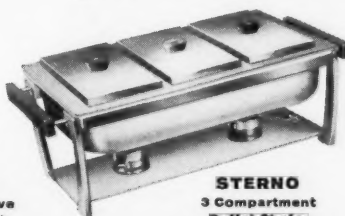
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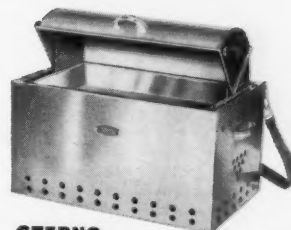
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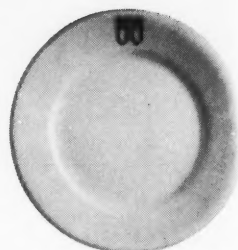
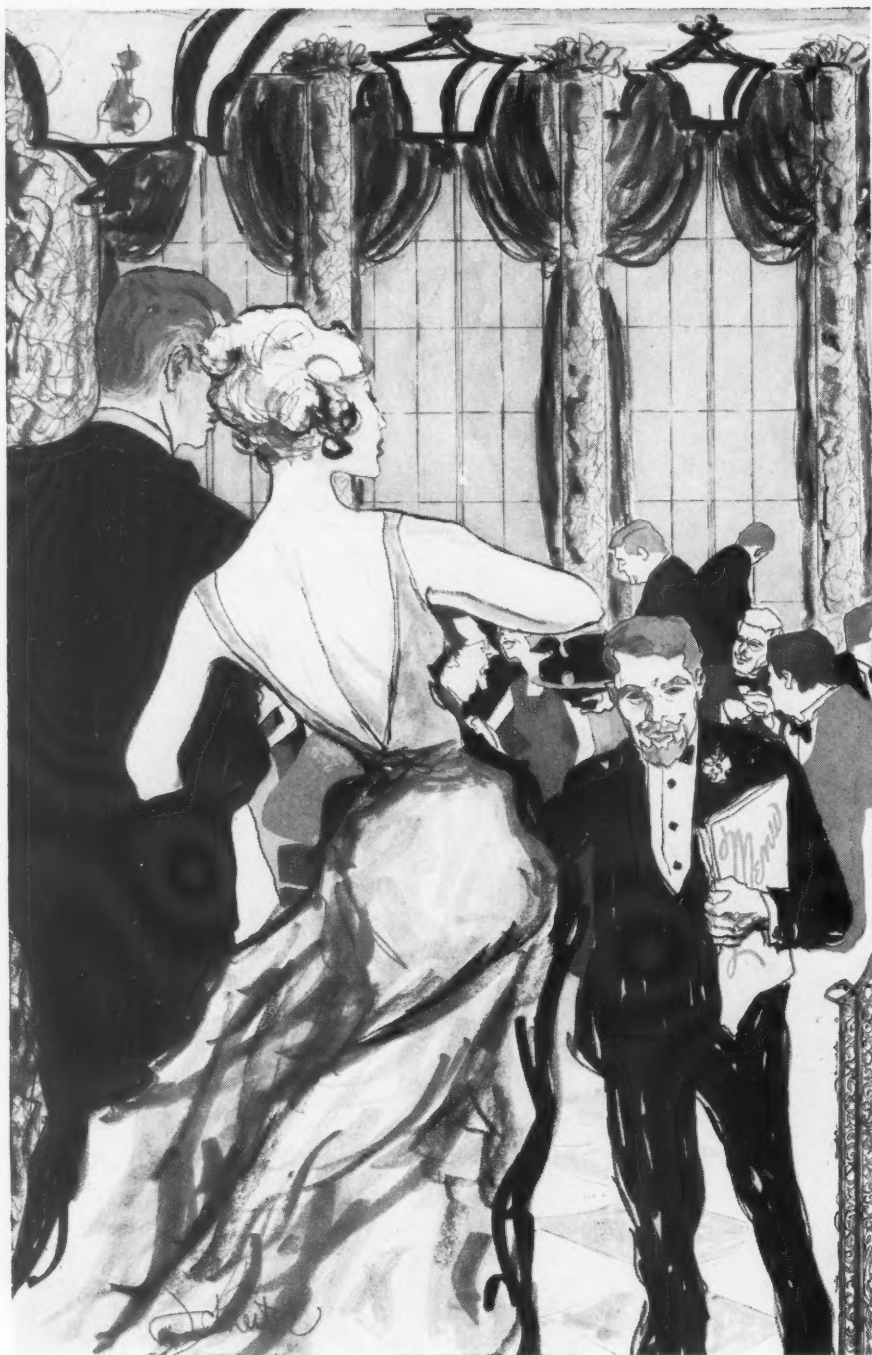
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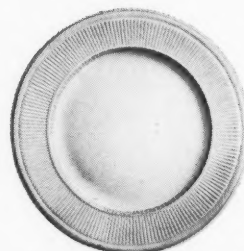
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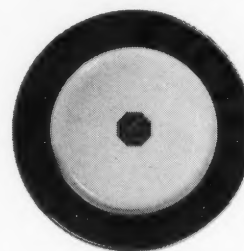
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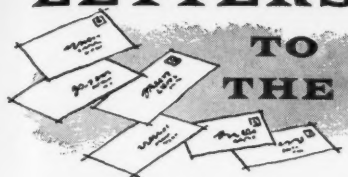
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LETTERS TO THE EDITOR



Dear Editor:

In response to the "Laundry Question" featured in the September issue I would like to submit the record of the Racquet Club of St. Louis where I was the manager for many years.

At the opening of the Racquet Club in 1906, our work was done by commercial laundries.

When I returned to the club in 1923, after an absence of 15 years, the laundry situation was bad, the linens were returned with holes and tears, and a large quantity on hand needed repairs.

The laundry changed their methods, and with a new housekeeper, results were improved.

In 1926 the laundry changed hands and conditions deteriorated. We tried other laundries, but they were not satisfactory.

Then we got one that did good work. There was no linen rental service that handled high class linen, and, as we needed new table linen, which would mean a large expenditure, I made a deal with the laundry to rent table linen from them.

After a trial over a period of time, we started the rental business, and we did not need a seamstress. This was in 1929.

We found it to be to our benefit to add other items. For several years we rented the following: waiters', cooks' and barmen's jackets, bath and hand towels, dish and glass towels for kitchen and bar, cooks' aprons, pantry girls' dresses, linens for Turkish bath and racquet courts.

Some years ago, new officials brought up the question of installing our own laundry. When they accertained the facts, they found the present method to be in the best interest of the club.

ROBERT C. MAGILL
Retired, 1958

Uniform System Revised

A new revision of the "Uniform System of Accounts for Clubs" has been published by the Club Managers Association of America and is available from the national office: 1028 Connecticut Ave., N.W., Washington 6, D.C.

The new edition, which supersedes the 1954 version, contains several changes, the most important of which is the recommended charging of payroll taxes and employee benefits to depart-

CLUB Management

THE NATIONAL MAGAZINE
FOR EXECUTIVES OF TOWN
AND COUNTRY CLUBS

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CONTENTS FOR NOVEMBER, 1960

VOLUME XXXIX

NO. 11

COVER

Jamaica's Blue Mountain Inn

Courtesy, Alcoa Steamship Co.

FEATURES

Special Party Planned for Managers During New York Hotel Show	James C. Diamond	8
How to Give a Party With an Oriental Motif	William L. Nagy	20
Shrimp A' Peel, a Party With Beer and Informality	Cynthia De Maagd	23
How to Feature a Roman Party	Mary Buck	24
Swan Lake Theme Adds Sparkle to Debutante Party	James H. Parker	25
Post Holiday Activities to Boost Business	Talmage Scroggs	26
We Start Fall Activities With a Labor Day Extravaganza	Margery B. Leonard	28
Party Ideas From One Club's Social Schedule	Laurice T. Hall	30
Li'l Mac and Red Arrive in St. Louis	Mary Alice Duncan	32
Full Entertainment Program Awaits Women at Conference	G. V. "Jerry" Marlatt	33
Westward Roll the Wagons	Thomas D. Hackett	34
Is There an Ice Rink in Your Future?		44
Three Crab Meat Recipes for Your Menu	Wesley H. Clark	46
Mid-America Has a First		56
Holiday Wrappings for Club Gift Shops and Counters		70
Survey Shows Country Clubs Battle High Costs		70
Sukiyaki Party Makes Good Cold-Weather Event	Roy M. Neil, Jr.	76
A Hawaiian Luau	Doc Perkins	80

DEPARTMENTS

Letters to the Editor	5	Federal Tax Calendar	61
Timely Tips	10	Let's Compare Menus	61
Trumping the Clubs	36	Food Topics—Harry Fawcett	66
Can You Use This Idea?	44	Wine Pressings—Henry Barbour	68
CMAA Bulletin	46	Names in the News	72
News of the Chapters	48	Index of Advertisers	79



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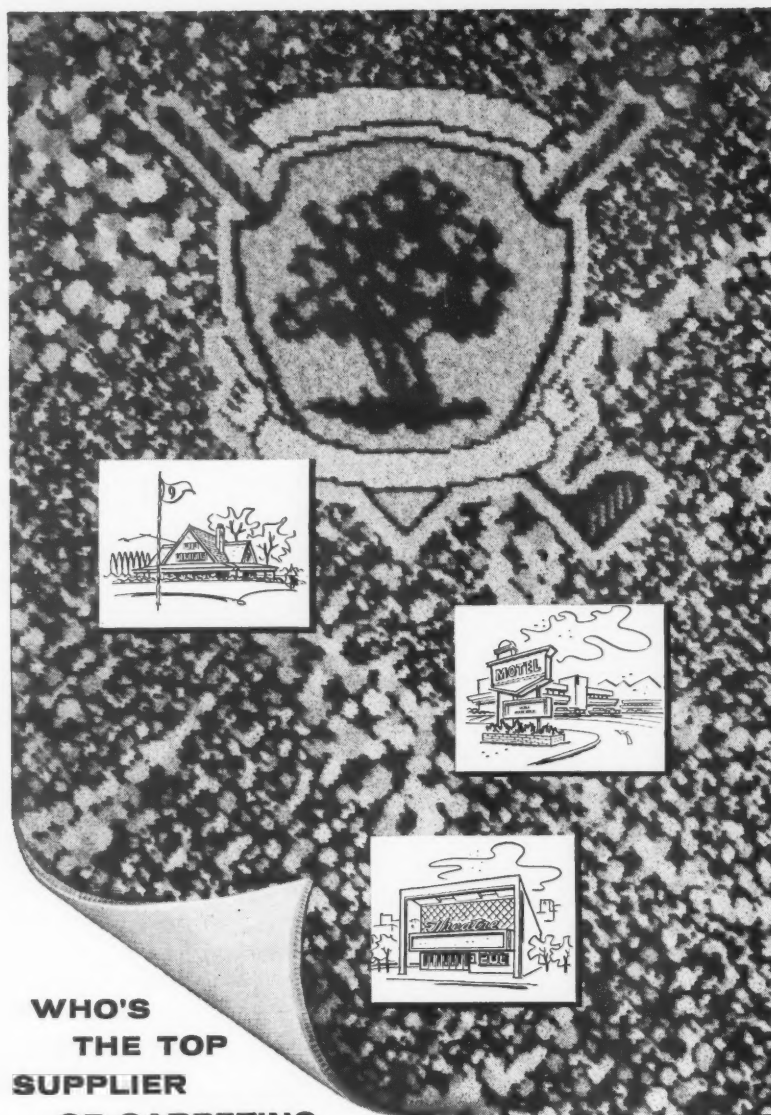
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ments concerned instead of including them in one account under administration and general expense.

This, plus correction or elimination of a few other account titles and schedules, and a new foreword, comprise the main changes. Price of the book remains the same: \$4 for CMAA members; \$7.50 to non-members.

New Regional Directors Named by CMAA

Two regional directors of the CMAA, who have accepted positions in areas others than the region for which they were appointed, have resigned and have been replaced by new directors.

In Region 11 (Wisconsin and northern Illinois), Ernest L. Flaim, University Club of Chicago, replaces George L. "Buck" Backus, who has moved from the Meadow Brook Country Club, Racine, Wis., to the Holiday Inns.

In Region 18 (Maryland, District of Columbia, Virginia and Piedmont), Roy Niel, Princess Anne Country Club, Virginia Beach, Va., replaces Harry Forsythe who has moved from Oak Hill Country Club, Richmond, Va., to Druid Hills Golf Club, Atlanta.

Party Issue

Seldom does CLUB MANAGEMENT devote so much space to one theme as we devote to party ideas in this issue. But judging from a recent readership survey, managers want all the party ideas they can get and thus, this month, we put the spotlight on parties and special events.

Editorially, this is the largest issue of CM ever published except for conference issues. You'll find all the regular departments, plus features on the forthcoming Denver CMAA Conference in January and the New York Hotel Show in November.

But most of all you'll find PARTY ARTICLES. Starting on page 20 and continuing through page 28 are party articles on: oriental motif; informal atmosphere; Roman; Swan Lake theme; post-holiday; Labor Day extravaganza and social schedules. And don't miss the features on page 76 (Sukiyaki party) and page 80 (Hawaiian party).

Coming Attractions

In the coming months CLUB MANAGEMENT will present a group of articles on many different topics which will cover the more popular requests made in our recent readership survey. Among the subjects will be food and beverage promotion, labor controls, management techniques and cost accounting.

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Special Party Planned for Managers During New York Hotel Show

A business meeting featuring a prominent speaker in the afternoon and a cocktail party and dinner dance in the evening will highlight Club Managers Day at the National Hotel Exposition in New York November 14, according to James C. Diamond, Ridgewood Country Club, Danbury, Conn., who is in charge of publicity for the four CMAA chapters sponsoring the affair.

The meeting will be held at the New York Coliseum, site of the hotel show, from 2 to 3 p.m. and the CMAA national officers will be present. General chairman for the "Day" is Bob Halpin, Hamilton Club, Paterson, N. J.

The cocktail party and dinner dance will be held at the Empire State Club in the Empire State Building, and Host-Manager John Cremers has made arrangements for trips to the observation tower as an added attraction.

Cocktails are scheduled for 5:30 to 7 p.m. Dinner will be at 7 p.m. with dancing until 11.

Charges are \$12.50 per person for cocktails, dinner and gratuities with a guest charge of \$30 per couple. Dress is optional and reservations must be made no later than November 7.

Chapter secretaries will handle ticket sales for their chapters, but because there will be a definite limit on the number of reservations, out-of-towners are urged to write early for tickets to A. V. Mundy, India House, 1 Hanover Square, New York 4.

The four host chapters (Metropolitan, City of New York, Connecticut and New Jersey) will have a booth (M-17) on the mezzanine of the Coliseum and urge managers attending the hotel show to stop in and meet their friends.

The show itself, which will feature the latest in equipment and food service ideas, runs from November 14 to 17. Two feature displays will be presented on the fourth floor: Room of Tomorrow and Designs for Dining.

Designs for Dining will feature a series of dining and bar areas emphasizing the importance of proper decor to the successful operation of an establishment and will include the products of many of America's leading manufacturers in the furniture, furnishings and table appointment categories. William Pahlmann and associates are the designers for the project.

Another event of interest to club



William Pahlmann and associates discuss final plans for Designs for Dining, a display at the National Hotel Exposition. From the left: Mr. Pahlmann, FAID; George Thiele, AID; and Daren Pierce, AID.

managers will be a wine sales workshop conducted by Harold J. Grossman, internationally known authority on wines, on November 15. It will be followed by a tasting of American and imported table wines and champagnes.

A panel will discuss and answer questions on methods, techniques and devices that have been used profitably to increase wine sales in clubs, hotels and restaurants.

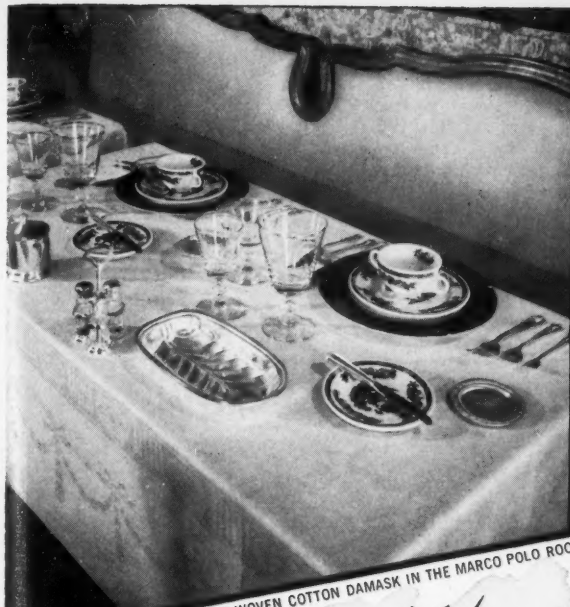
Among those participating in the panel who are well-known to club managers will be Professor Matthew Bernat-sky, Cornell University; Russell B. Douglas, Taylor Wine Co.; and Julius Wile, Julius Wile, Sons & Co.

Some of the firms participating in the wine tasting are Jos. Garneau Co., Gold Seal Vineyards, Great Western Producers, Schieffelin & Co., Taylor Wine Co., Van Munching Imports and Julius Wile Sons & Co. ■ ■

Tasting at Club

With special cheeses flown from London, wines air-expressed from San Francisco and glassware created in the Orient for the occasion, a tasting of California vintages took place recently at the Foreign Correspondents Club of Japan.

It was the first such tasting of California wines ever held in Japan and airlines executives, club and hotel managers and members of the Wine and Food Society in Tokyo sampled the American vintages. The tasting was sponsored jointly by the British Overseas Airways Corp. and the wine growers of California.



THE ADAM PATTERN OF WOVEN COTTON DAMASK IN THE MARCO POLO ROOM.

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TIMELY ✓ TIPS

✓ A handy booklet entitled "Here's How" devoted to methods of mixing the more popular cocktails is available from Fee Brothers.

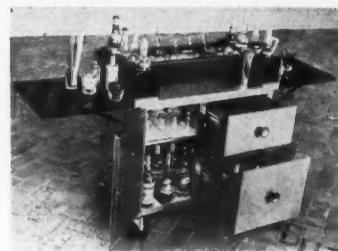
The folder, which is a quick course

in the mixing of good drinks, contains the standard measuring chart and shows proper amounts and ingredients for mixing more than 35 drinks.

For a free copy write Dept. CM, Fee Brothers, 114 Field St., Rochester 20, N. Y.

✓ A new mobile bar for clubs has been placed on the market by Doseco Products Co.

Called the Imperial Bar Coach, this self-contained bar can be moved into any room for fast bar service. It is made of stainless steel welded construction



and has two storage drawers.

For more information write Dept. CM, Doseco Products Co., P.O. Box 566, Fort Worth, Tex.



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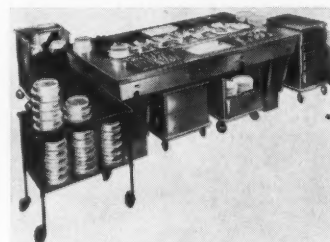
Branch Offices:
NEW YORK • CHICAGO • LOS ANGELES
Representatives Coast to Coast



✓ An electric beverage fountain which can be used for dispensing fruit or wine punch or any other beverage for club parties, debuts, wedding receptions and special events is now on the market.

The chrome-plated fountain has a 24-inch bowl, a noiseless recirculating electric pump and a rainbow effect illumination. Beverages are chilled by pouring over ice-filled plastic bags. The fountain can be completely dismantled and cleaned in less than ten minutes, according to the maker.

For a four-page free brochure write Dept. CM, Caterer's Equipment Co., 250 Lafayette St., New York 12.



✓ A system for control in banquet, buffet and other set-ups has been announced by Molitor.

Called Moli-Serve, the system includes an assembly station and carts. The assembly station is constructed of heavy-gauge stainless steel with pylons decorated in black Formica and welded construction throughout.

For complete details write Dept. CM,

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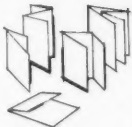
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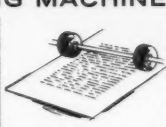
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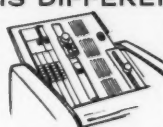
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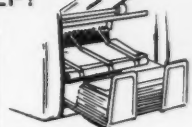
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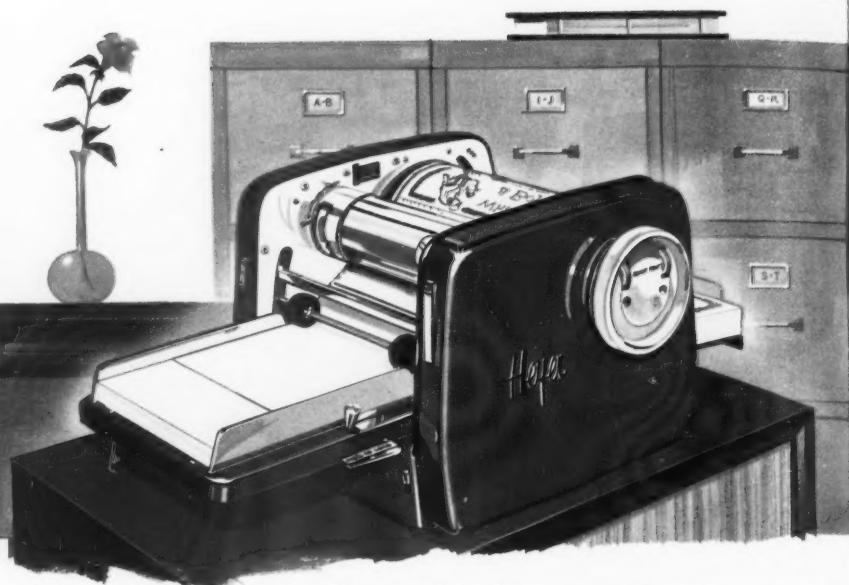
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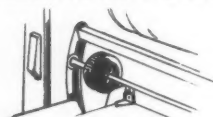
Everything is done automatically, leaving you free to do other work at the same time. Write, type, rule or draw on a master. Use as many as 5 colors. Conqueror Duplicators will print them in perfect register in a single operation. New Sheet Separator

Feed, with Adjustable Feed Wheels and Feed Tension Control, assures positive, nonskip feeding of thin papers to cards—even newsprint—from 3 x 5" to 9 x 15" in size.

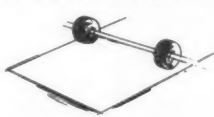
Here's a machine that quickly pays for itself!

For those whose needs are occasional, a hand-operated model is also available. And, most interesting of all, prices of Heyer Conqueror Duplicators are much lower than you'd expect.

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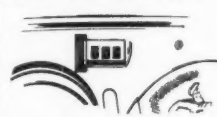
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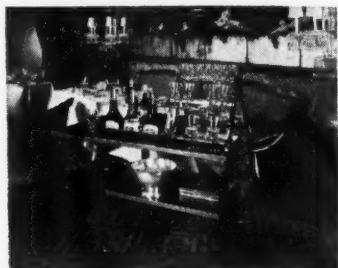
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✓ To add extra color and gaiety to club dining rooms this Christmas season, newly designed holiday table settings of matching cellulose napkins, place mats and coasters are available from Hoffmaster.

These settings feature a red and green candle, poinsettia and holly design on bright white background. The appointments include table napkins in dinner, luncheon, cocktail and king size with harmonizing place mats and coffee and drink coasters.

For complete details write Dept. CM, Hoffmaster Co., Oshkosh, Wis., or Hoffmaster Pacific Co., 1361 E. 16th St., Los Angeles 21, Calif.



✓ The flambe line of serving ware will be among the many items exhibited by Legion Utensils in booths 2161-2 at the New York Hotel Show November 14 through 17.

The line includes flaming swords, steak Diane dishes, oval brazettes, crepes suzette pans, flambe pans, Rechauds and cafe diable. In addition, the complete line of silver-plated holloware will be shown as well as rolling carts and stainless steel and gold buffet and banquet table service.

For more information on any of these items write Dept. CM, Legion Utensils Co., 21-07 40th Ave., Long Island City, N. Y.

✓ A lightweight pot brush with nylon bristles two inches long is now available from Edward Don.

A new pressure-point handle is angled for full use of brush face, greater leverage and easier handling. The all



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the imported
English Gin that
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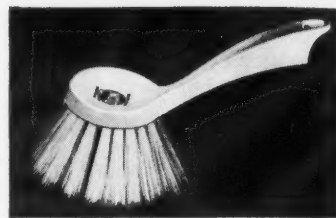
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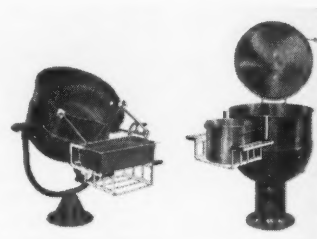
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Minneapolis 1, Minn.



white brush has a plastic handle five inches in length and is heat-resistant up to 400 degrees F.

For further details write Dept. CM, Edward Don & Co., 220 S. LaSalle St., Chicago 16, Ill.



✓ A new receiver-carrier for steam kettles which accommodates a stock pot or cafeteria pan at convenient height is available from Cleveland Range.

It fits any stationary or tilting kettle of 20 to 60 gallons capacity and can be instantly attached or removed. It is constructed of stainless steel.

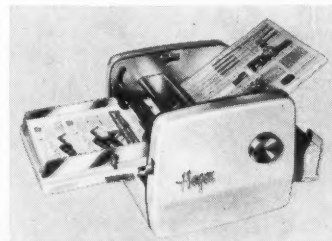
For full information write Dept. CM, Cleveland Range Co., 971 E. 63rd St., Cleveland 3, Ohio, giving kettle size and make.

✓ A fine gold line encircled by two shallow recessed lines is featured on the white body of "Triumph," a pattern of the Sterling China Co.



An extremely hard glaze covers the decoration, protecting it in the dishwasher and resisting scratches. It is one of 20 in-stock patterns available from Sterling.

For complete details write Dept. CM, Sterling China Co., East Liverpool, Ohio.



✓ Automation for the club office is revealed with the introduction of a new



The 4½-oz. cocktail and 8-oz. tumbler are two of the many sizes available in the complete Amber glassware line . . . 22 sizes in all.

Amber Glassware by **LIBBEY**

distinctive Georgian stemware and Esquire tumblers, warmly tinted in amber for added table-setting beauty

Take the graceful appearance of Georgian stemware and Esquire tumblers . . . add a delicate touch of amber . . . and you have distinctive dining and beverage service to lend additional beauty to your settings.

And this beautiful new glassware is durable, to assure economy. Remember, every glass is backed by the famous Libbey guarantee: "A new glass if the rim of a Libbey 'Safedge' glass ever chips."

For further information, see your Libbey Supply Dealer, or write to Libbey Glass, Division of Owens-Illinois, Toledo 1, Ohio.

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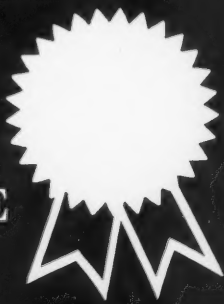
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IS
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For complete details write Dept. CM, Heyer, Inc., 1850 South Kostner Ave., Chicago 23, Ill.

✓ A new paper place mat, a treatment of famous American food dishes, has been announced by Aatell & Jones.

On white paper with colorful illustrations, this place mat has four items about early American food, and each is illustrated.

For more information write Dept. CM, Aatell & Jones, 3360 Frankford Ave., Philadelphia 34, Pa.



✓ Easy storing and handling are features claimed for this 50-pound can of Keap now being introduced to the food service market by the Wesson Oil People.

A hydrogenated vegetable oil shortening, Keap is used exclusively for deep fat frying because its high stability resists breakdown at high temperature. The new red and white can helps keep shortening clean, has reuse possibilities.

For complete information write Dept. CM, The Wesson Oil People, 210 Baronne St., New Orleans, La.

✓ Two quality hams are available to the club market from Liberty Import.

A genuine Westphalian smoked ham, Siekmann brand from Germany, is available in four and a half- to six-pound tall round tins and is boneless and rolled. Hams by Danegoods of Denmark are available in pear shape and pull-man shapes as well as institutional sizes.

For more information write Dept. CM, Liberty Import Corp., 105 Hudson St., New York 13.

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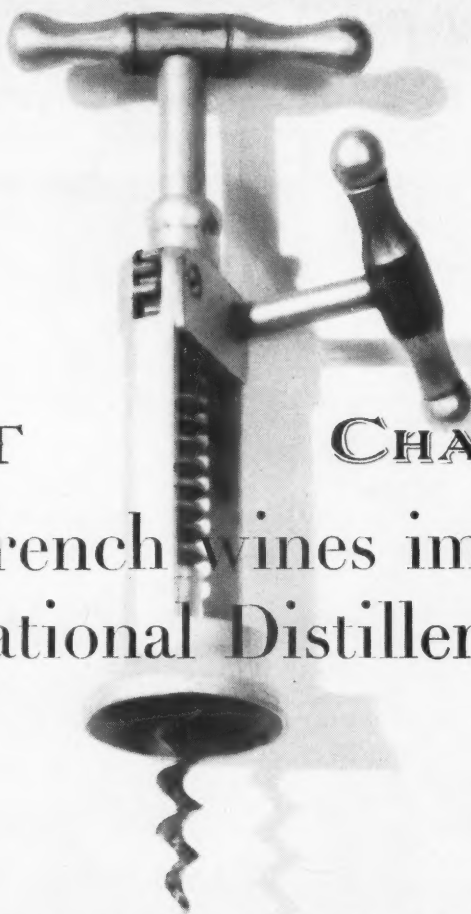
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The market for fine, but reasonably priced, French table wines is expanding rapidly and National Distillers is pleased to be the exclusive importing agent for Jouvét and Chapoutier wines—wines worthy of being part of the "Prestige and Profit Line."

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Accent on Parties

**On the following pages
CM presents party ideas
you can use at your club**





how to give A PARTY WITH AN

By James C. Diamond, Manager
Ridgewood Country Club
Danbury, Connecticut

About a year ago, I vetoed an idea for a Chinese motif for one of our parties, because I didn't stop to consider its limitless possibilities. Suddenly, I was swamped with information concerning the steadily increasing influence of the Far East in this country. The net result was one of our most successful evenings, "Oriental Fantasy."

The extent to which one carries out a particular motif depends a great deal upon the budget and elaborateness of the club concerned. However, ingenuity can play an even greater role.

We chose the name "Oriental Fantasy" rather than Chinese or Japanese night, not only because it implies something more exotic, but also because it gives greater flexibility for decoration and menu-planning.

Announcement

Although Danbury, in which our club is located, is a small city, it does have a Chinese laundry. I never per-

sonally have used one, but long have been familiar with the expression, "No tickee, no shirtee," so I set out to see what a Chinese laundry ticket looked like. It was perfect for our use. In this case it was a ticket about four by five inches, in bright colors with Chinese letter symbols and a bold face number in duplicate—one on the customer ticket and one on the section retained by the laundry.

The laundry owner wanted to get some tickets for me without the laundry name on them, but I insisted that they be as authentic as possible. I was given 400 of the blank tickets which I then turned over to our printer. As the original printing was in black, our additional printing was done in red to make easier reading. The information on the tickets was as follows:

No Tickee—No Prizee
at
Ridgewood's
"ORIENTAL FANTASY"
The date and hours
Sake Hour
Exotic . . . Different
Chinese-American Food

The tickets were mailed in small 3½ by 4½-inch envelopes. The small size of the envelope immediately attracts attention, creating initial interest. It was amazing to note the large number of members who never had seen a real Chinese laundry ticket. The

ticket itself was a great conversation piece.

The Sake Bar

The idea for our sake bar came from the party given by Bill Connors for the Short Course students of Cornell

Mr. Diamond investigated the local Chinese laundry and came up with this clever idea for the party invitations. The laundry tickets, printed on various bright colors, measured four by five inches.

Z 444
No Tickee - No Prizee
AT
Ridgewood's
"ORIENTAL FANTASY"
此

SATURDAY, APRIL 30, 1960
Sake Hour 7:00
Dinne 8 - 9:15 · Dancing 9 until 1
Dress Informal
EXOTIC DIFFERENT
CHINESE-AMERICAN FOOD

Pagoda seating is limited · Call early
Z 444

Ying Wah
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We do all kinds of laundry.
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Wash, colors that fade, goods not
over 30 days, jewelry, valuable
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cleaner, items that are not
goods not covered must be accepted.
印家國約紙

\$
MARK

ORIENTAL MOTIF

several years ago. It is a simple and reasonable gimmick and helps set the tone for an entire evening.

We set up our sake bar just inside our front entrance. It consisted of a folding table draped with a piece of oriental cloth. The Japanese Tourist Commission and Northeast Orient Airlines in New York had sent me some beautiful color prints which were used on the wall behind the bar. A small chafing dish kept the sake warm until used. I found the little china sake urns and cups in a local novelty shop and a local source for three bottles of sake. This was adequate for 160 people. The cups are tiny things which only hold a sip, but everyone wanted to try the sake. In each cup there was the painted head of a geisha girl baked into the porcelain base and only visible when held up to the light.

My wife, "Sugar", was a tremendous attention-getter, dressed in oriental costume. She served at the entrance bar, greeting each member with "Sip a Little Sake?" To add to the color we had coolie hats and parasols piled around the bar and each lady was given one of the hats of her color choice.

Ballroom Decorations

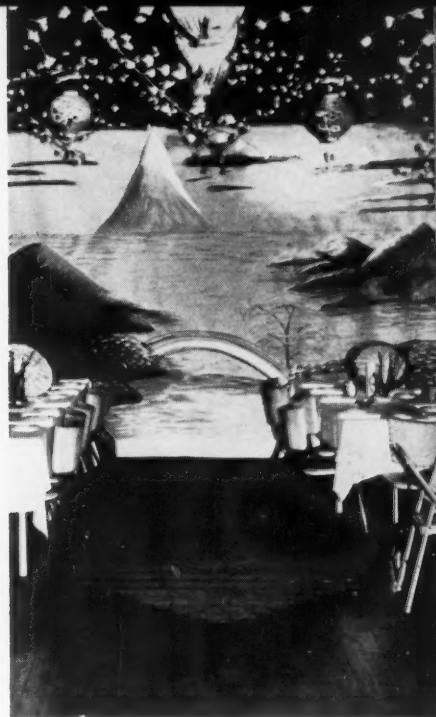
The focal point of our ballroom decorations was the wall farthest removed from the entrance. The attrac-

tion was a beautiful mural depicting typical oriental bridges, trees and pagodas. The mural itself was 35 by 10 feet and was painted on heavy blue artist paper. Poster paints were used for brilliant colors. Ideas for the mural could be garnered from magazines and prints.

The work involved depends upon available local talent. It is necessary to have someone who can layout a rough outline, then two or three others can do the actual painting. This is a relatively inexpensive way to change the atmosphere of an entire room

(Continued on page 77)

"Sugar", the wife of Manager Jim Diamond, served behind the sake bar at the "Fantasy."





The centerpiece used on the buffet table for the St. Petersburg Yacht Club "Shrimp Peel" was made of styrofoam and pink gladioli. All the shrimp served was cooked in beer, the reason for the shrimp's beer can ornaments.

Shrimp A' Peel

a party with beer and informality
for profit and a full turn-out

*By William L. Nagy, Manager
St. Petersburg Yacht Club
St. Petersburg, Florida*

The "do-it-yourself" era has not run aground yet. In fact, it inspired an event at our club that turned a usually slow night into the biggest night of the month for beverage sales. What is more, the younger element of the membership was out in full force to a club function for the first time.

What did we let the membership do themselves?—Peel their own beer-smothered shrimp in an informal atmos-

phere for a nominal charge of \$2 per person. The club function was called a "Shrimp Peel" with members serving themselves from the buffet tables and peeling their own shrimp, which had been cooked in beer. The peeling saved lots of time and labor in the kitchen and gave the party a relaxed atmosphere.

We featured a simple buffet menu including the shrimp, baked beans, po-

tato salad, tossed salad, hard rolls and beer. The centerpiece for the buffet table was a large artificial shrimp made of pink gladioli and styrofoam, which caused much comment.

The accent, of course, was on informality; dress was bermudas and short sleeve shirts. The "Shrimp Peel" was set up for the hours of 6-9 p.m. during which the club made good the slogan, "all the shrimp you can eat and all the beer you can drink." About 400 pounds of shrimp were consumed during the evening's festivities. And five kegs of beer were placed at various spots on the outside terrace of the club where the party was held.

Although the buffet and free beer stopped at 9 p.m., members didn't. They were having such a good time they continued dancing and visiting and kept the cocktail waitresses on their toes until time to close the club for the morning.

The whole idea went over big with our membership. Publication of the event was begun by an announcement in the monthly publication. After this a flyer went out to all members. We then used the local newspaper medium for follow-up. The attractiveness and simplicity of the notice in the monthly publication and the flyer were attention-getters and helped create conversation about the affair. About 35 per cent of our 1800 membership turned out, primed for a good time.

Good music also helped to keep spirits high. We used a local five-piece orchestra, which kept the tempo of the evening lively, playing such tunes as "Walkin' to New Orleans" and "Shrimp Boats Are Comin'".

The buffet itself, including an orchestra, decorations and miscellaneous expenses, cost the club approximately \$30. Although it is hard to believe, here are the figures:

Food sales were \$820. Cost of food used was \$530. Cost of beverage (five half barrels of beer) was \$110; cost of entertainment, \$175; and miscellaneous expenses, \$35.

We used the "Shrimp Peel" to stimulate business on a slow summer evening, but it should be a good business-booster any time of the year. Shrimp, beer and informality have all-year-round appeal. So many of our members have called and written the club to express their appreciation and pleasure, that attendance at the next buffet should be guaranteed.

The "do-it-yourself" idea proves itself quite a swinging success when a club can entertain over 400 members, permit the members to pay for the function, yet have them feel that the club has given them a terrific treat. ■ ■

How to Feature

By Cynthia De Maagd
Secretary to the Manager
Garden of the Gods Club
Colorado Springs, Colorado

On the evening of June XVIII we held a gala Roman feast at the club. Our clubhouse was transformed completely into a villa which looked as if it came from the pages of *Historicus Romulus*.

In line with the Roman admiration for fountains of every description, the Villa Jardinera Dieu (villa of the Garden of the Gods) boasted four softly-falling cascades. At the front entrance, rainbow-hued lights played upon the Fontana Pisces, which had sparkling water pouring from its golden head.

A gilded chariot, pulled by a white stallion and commanded by a Roman legionnaire, was in readiness at the entrance, ready for the slightest whim of one of Caesar's guests. And a "slave," one of the club employees adorned in a

silver-trimmed toga, greeted members on their arrival. The lobby of the club had become the Inner Court, graced with huge white Roman columns adorned with fragrant pine branches. Multi-colored pillows including enormous scarlet cushions with gold tassel ornaments, were scattered at random in the court.

The descent to the lower level was highlighted by a split-level fountain in which floating lotus blossoms created exotic splashes of color.

All male members and guests assumed the role of the ancient Roman. They were attired in vari-colored, au-

thentic Roman togas, each emblazoned with the words "Veni, Vidi, Vici" on the back, and each gentleman was crowned by "Caesar" with the victors' laurel wreath. Many of the female members also wore gowns in keeping with the theme of the event.

The highlight of the occasion was a fabulous Roman feast. The outer garden was a gourmet's paradise. Pink and green torches, placed at intervals across the lawn, illuminated the feast components. Huge pits and burners held whole saddle of baby veal, baron of lamb, roast suckling pig, baked capon,

(Continued on page 55)



Below left: Part of the decoration used for the Garden of the Gods Roman feast included this food display and large ice carving of an arch. Below: General Manager Gene Marshall, dressed as a Roman soldier, and his guests take part in some of the fun and refreshments.





Swan Lake Theme

Adds Sparkle to Debutante Party



*By Miss Mary Buck, Manager
Dayton Country Club
Dayton, Ohio*

At left: Fourteen debutantes were introduced at the Dayton Country Club's second Assembly Ball. Below: Blue curtains covered with white tulle, tiny Italian lights, formed the background, runway for the presentation activities staged at the event.

Life-size white artificial swans bobbed among several hundred real gardenias and water lilies to bring our pool to life when the club held its second annual Assembly Ball.

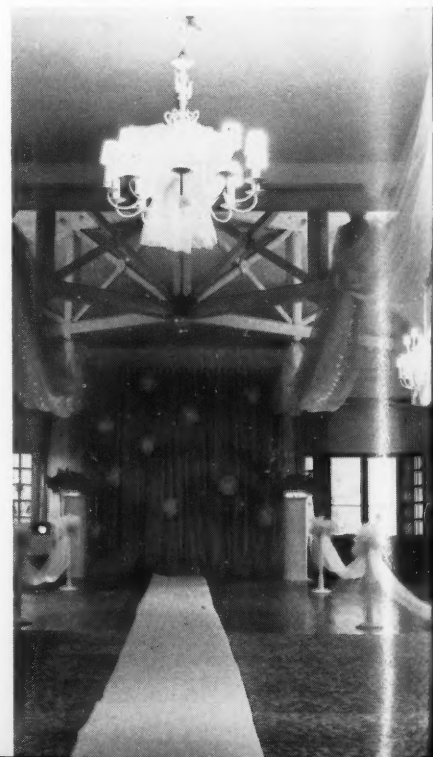
"Swan Lake" was the theme I chose for the festive evening which introduced 14 debutantes to society. For the fathers and mothers whose daughters were presented before the membership, the evening was designed to seem like a story they read years ago as children.

In addition to the gardenias, which were flown in from Hawaii, and the swans used in the pool decoration, cattails, reeds and rushes formed a foliage from which misty vapors floated around the edge of the pool. The pool slide converted into a waterfall and a triple fountain with colored lights at one end completed the transformation of the pool into a scenic lake for the evening.

Yards and yards of blue and white tulle draped from the ceiling of the ballroom gave the effect of clouds. We used hundreds of tiny white Italian lights above the tulle, to create the illusion of stars. At one end of the ballroom blue chromespun curtains covered with white tulle formed a backdrop for the presentation and at the opposite end, the same fabric formed the drapery through which the debutantes entered the room. Against the backdrops were sculptured white swans filled out with painted white boxwood. White aisle posts held together with blue and white tulle formed the runway.

But the transformation most important to the fathers of the debutantes must have been the one suggested by the theme of the well-known fairy tale.

(Continued on page 78)





The West Point Glee Club appeared before a crowd of 1500 at one of the events scheduled in January at the New York Athletic Club.

Post-Holiday Activities to Boost Business



By James H. Parker
General Manager
New York Athletic Club

With a membership of 9000 members, the New York Athletic Club is the largest club of its kind in the world. Yet we have found from experience a letdown in activities will set in after the winter holidays unless an intensive social schedule is provided for members and guests.

Such a letdown, of course, affects every department in the club. If an active social schedule can be main-

tained throughout what is normally a post-holiday slack season, it can increase the club's yearly income considerably. It results in better dining room sales. It boosts beverage revenue. And it builds membership spirit. Members do not have

a chance to get out of the habit of coming to the club.

The following are some of the events we used to keep the social program "alive."

New Year's Eve Party

The 1960 social season started off with our usual gala New Year's Eve Party. We went over the top on reservations and those present (approx-

mately 700) welcomed in the New Year in "grand style". All members agreed it was the gayest and best celebration in town. Our traditional meal followed a few hours after midnight in the main dining room. This is "open house" for members and guests. This year the turnout was just about the best ever with 1000 enjoying the elaborate buffet provided by the club.

West Point Glee Club Concert

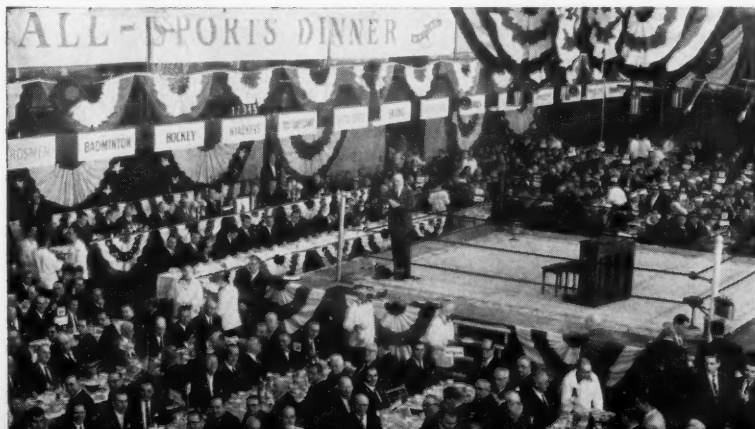
The West Point Glee Club in their January concert appeared before a capacity crowd of about 1500 in our gymnasium. It was a stirring and colorful performance, and the Cadet Dance held immediately afterward in the main dining room was a beautiful affair. The club provided dinner for the cadets and their dates; an official reception was held in the club's Manhattan Room for the club governors and West Point "brass". There was dinner afterward in the dining room.

"All Sports" Dinner

The highlight of the mid-winter season is always our "All Sports" Dinner at which we honor N.Y.A.C. national champions. It is the biggest and best stag party of the year and a real tribute to our champions. For the deluxe dinner, steaks and trimmings are cooked in the kitchen on the eleventh floor and brought down to the sixth floor gym. In a separate room off the gym, ovens are rolled in and a gas line connected to keep the food hot before serving. It is an intricate operation. There are special boxing bouts and

(Continued on page 73)

The highlight of the club's mid-winter social program was the All Sports Dinner honoring club champions. The boxing ring at right was the scene for special bouts featured as part of the evening's entertainment.





There were 1000 members at the Alamance Labor Day affair last year. The party is set up like a county fair with concession booths, shows and outdoor barbeques. The pool was in use all day and there were more people on the club golf course in that one day than at any other time in the club's history.

We Start Fall Activities With A Labor Day Extravaganza

*By Talmage Scroggs, Manager
Alamance Country Club
Burlington, North Carolina*

As an answer to the common problem of trying to move club members from a rather lazy summer schedule into an active fall schedule quickly, we have been using a "Labor Day Festival" for the past few years.

In 1958 when the idea first took form we were having a good summer with lots of activity at our swimming pool and on the golf course. We were trying to schedule some fall dances starting September 20th after the opening football game. Since the game was early on the schedule, we felt our attendance would suffer because people still would be following the summer routine and wouldn't be in the mood yet for the fast pace of fall activities.

Our club entertainment committee decided that since Labor Day usually is a holiday for schools and business people, a Labor Day party in the nature of a county fair would be a good starting event for the fall season. We made careful plans, with someone assigned to take care of advertising and publicity and someone to handle finances. For financial control, we purchased a supply of paper tickets. This we felt was important as we had booths for raffling off dolls, spin the wheel, hot dogs, hamburgers, soda and all the other concessions that accompany a county fair.

We needed a good advertising piece to mail out before the event, and we knew a simple mimeographed postcard wouldn't do the trick. Therefore, we devoted a lot of time and effort to preparing an attractive four-page bulletin outlining principal events.

One committee made plans to set up an outdoor public address system so

announcements would reach a large crowd over the clubhouse grounds. Another committee took care of the tentage, securing three funeral tents size 15 by 15 feet with side walls which were used for side shows, games, etc.

We then got together the chairmen of the tennis committee, men's golf committee and swimming committee and asked each of them to come up with a definite program of their own choosing for Labor Day.

The Golf Schedule

The golf committee came up with the following: all-day Scotch foursome, low gross and low net, \$1 per couple; all-day best ball of foursome, low gross and low net, \$1 per person, men only; all-day low total of foursome, low gross and low net, \$1 per person, men only; all-day hole-in-one contest, 13th green, all golfers, no charge; all-day golfer

(Continued on page 74)

Small-fry members of Alamance Country Club make up an appreciative audience for one of the entertainment events of the club's Labor Day Festival. A juggler and the chimp, "Cheeta", were attractions last year at what is now a yearly event for the club.





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Party Ideas

From One Club's Social Schedule

■ The following is the Washington Athletic Club's social schedule, which each year is published in both of the Seattle newspapers. This makes good publicity for the club to start off the season and also lets members see what's on the agenda for the year so they can make note of club events on their own social schedule. More than 115 activities were planned for the club. Although you may not be able to use *all* the ideas used at the Washington Athletic Club due to variance in size and membership from club to club, a quick run through the schedule should suggest some new parties or activities to try at your club.

*By Margery B. Leonard
Assistant Manager
Washington Athletic Club
Seattle, Washington*

The Washington Athletic Club's 1960-61 program officially got off the ground with the 19th annual Women's Golf Tournament held at Rainier Golf and Country Club on September 8. That same day evening duplicate bridge sessions for members and their guests started into the third season. The sessions are scheduled for every Thursday evening through June, 1961.

Also on Thursday, morning and afternoon painting classes for both beginning and advanced students began for another year. The instructor, who is a WAC member, is one of four winners in the recent Craftsman Press calendar contest and has exhibited extensively in Seattle since 1953.

Brand new activities at the WAC were the Christmas Card Workshops which met for the first time September 13 and continued weekly through this month. The morning and evening instruction sessions were to teach club members how to make their own Christmas cards using the silk-screen process.

Appearing first on the 1958 calendar, omitted in 1959 and back again in 1960, was our Koffee Klatch. We invite all club women to attend a morning coffee party to meet the members of their 1960-61 Women's Advisory Board, as well as to get acquainted

with each other and reacquainted with their club after the long summer.

The club has traditional activities too. The 29th Penthouse Play season opened October 10. September 17 was the annual Shrine Circus luncheon and party for the entire family. Men from one to one hundred years old will turn up for the club's most popular stag party, the annual Father and Son Banquet the 9th of this month. The club's Luau, known as the Island Dinner Dance, was held October 7.

The Jubilette, traditionally glamorous holiday party for club women featuring a fashion showing by I. Magnins, is scheduled for the 4th of this month. Club men will have their night out December 2, the date set for their annual Jubilee.

Three Holiday Shoppers' Teas will be held, as they have for many years, on Wednesday afternoons preceding Christmas. Club members will see out the old year at the New Year's Eve Ball December 31, and welcome in 1961 at the annual New Year's Day Reception where they will be greeted by members of the club's board of governors and their wives.

Among the popular speakers slated to appear on the Friday morning lecture series that kicked off September 30 are an authority on family relations, a literary critic just back from two years in Greece, a foreign correspondent and news analyst, a woman speaking on numerology and astrology, and a florist whose lectures on holiday decorations previously have attracted some of the club's largest audiences.

The WAC Drama Group led off its 29th season September 14 with a reunion luncheon. Monthly bridge luncheons, held on the fourth Wednesdays except in December, began September 28, and afternoon game parties, on the club calendar the first and third Wednesdays of each month, began on September 7. Also several fashion luncheons are presented at the club each year.

Morning and evening mosaic classes began September 12. And adult dance classes in a six-weeks series began the 15th of that month.

Activities for juniors have been given a new twist with events planned for grades rather than ages. Junior high school students, grades 7, 8 and 9, will have an afternoon party one month and an evening party the next, through May. Grades 10, 11 and 12 will have evening parties monthly. For the evening events juniors may bring guests and music will be live. This, in addition to an athletic schedule for all ages, was worked out by Athletic Director Ray Daughters before he left for Rome and the Olympic Games. Athletic department activities, which began September 6, in addition to the usual swimming, gym and boxing, include judo, bowling for the entire family and conditioning classes for junior ski enthusiasts through age 18.

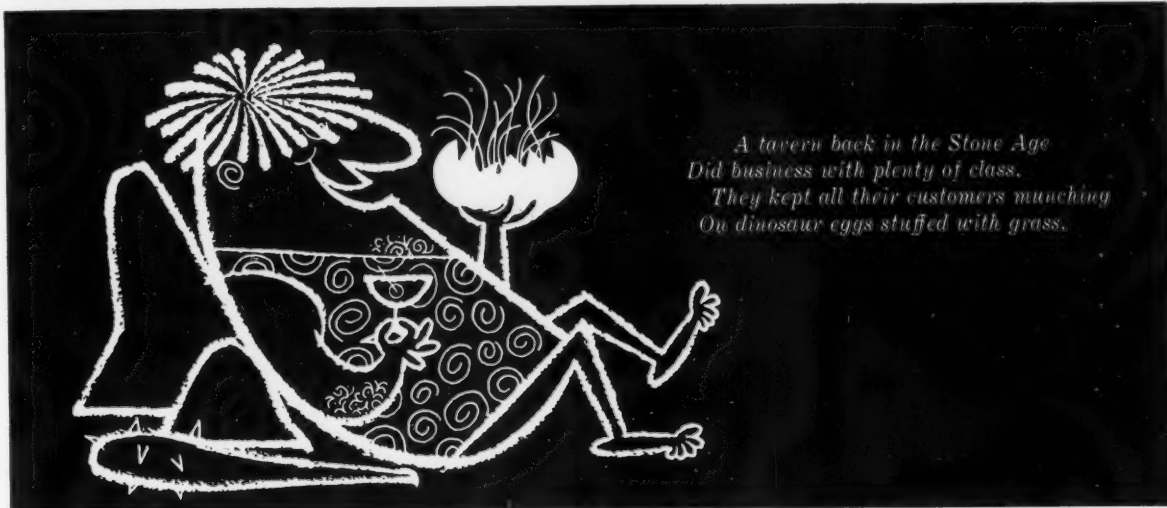
'Round-the-clock football activities on Saturdays of all University of Washington home games always begin with 7:30 a.m. breakfast and finish when the orchestra plays "Good Night, Sweetheart" at the weekly informal dances.

Blocks of tickets were reserved for WAC theater parties to attend performances of Louis Armstrong, Victor Borge, the Royal Ballet, Andre Previn, and Van Cliburn.

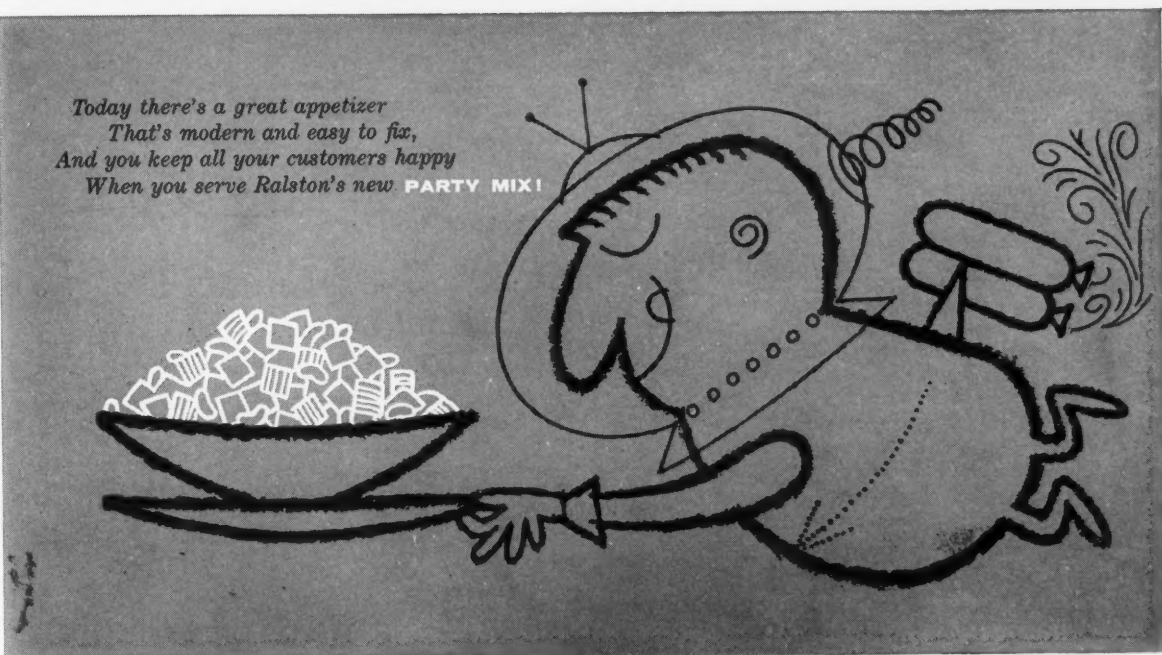
New members had their own special cocktail party in October. WAC Associate Women meet for dinner monthly from September through May, and will have their annual Christmas party December 21.

The club's three Toastmasters' Clubs, as well as its Toastmasters' Workshop, two Toastmistress Clubs and Men's Glee Club, all started their sessions in September. Other activities planned but not definitely scheduled yet are Safaris which feature members' slides and movies and additional how-to-do-it classes. ■ ■

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On to Denver Conference



Li'l Mac and Red Arrive in St. Louis

By Laurice T. "Bud" Hall,
General Manager,
Pinehurst Country Club, Denver

Comments received from our traveling twosome indicate their stay in Chicago was quite fabulous. They're on their way, of course, to the Denver Hilton for the CMAA conference January 25-29. Li'l Mac is beginning to show the effects of his most pleasant, but arduous journey. These cocktail parties and dinners have been aging our little friend but Red is still his usual self.

Li'l Mac is starting to grow a beard which he says he'll let grow 'til he gets

is made to another illustrious burro known as Prunes, whose statue takes a prominent spot on the main street of Fairplay. Prunes became quite famous during the gold rush days working the mines at the turn of the century.

After leaving the Windy City and that outstanding corned beef and cabbage party put on by the Chicago Chapter, our determined duet struck out on U. S. 66 for St. Louis via Peoria, Decatur and Springfield. It

Ohio Valley Club Managers Plan For 34th CMAA Conference in Denver



At a luncheon meeting at the Pendennis Club, Louisville, Manager Graham Wright shows packaged program for education and fun to fellow members of Ohio Valley Chapter. The group is planning to invade Denver for the forthcoming convention in January, the 25th through the 28th, 1961, at the Denver Hilton. This is indicative of the enthusiasm being generated throughout the country for this year's conference. Reservations are being accepted now by Frank Case, reservations chairman at the Denver Club, 518 17th., Denver, Colorado. In photograph, front row, left to right: Mr. Wright; Jim Sams, River Valley Club; Mrs. Russ Davidson; Ted Pallada, Standard Country Club. Back Row: Dick Means, River Road Country Club; Mr. Davidson, Harmony Landing Country Club; Elmer Green, Wildwood Country Club.

to Denver. He feels this will be more in keeping with his gold mining cap and togs and should better suit the occasion. He is anticipating his arrival in Denver for the conference in only three more months.

Red, too, is looking forward to his return to his old habitation. We understand he is planning a post-convention trip of his own to the mountain town of Fairplay, Colorado, to visit one of his ancestors resting place. Reference

See page 32 for
Women's Program
and

See page 33 for
Chicago Wagon Train



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seems that they no sooner recuperated from Chicago when they were be-seiged again by the Illinois Chapter at Bill Gibbons' Timberlake Country Club in Peoria. Elizabeth Long mixed the cocktails and served up a bucket of Rye mash for Red (Neutral grain, that is). Bob Guynn entertained for lunch at the Decatur Club as they passed through and Dick Pierceall did the honors at the Illini Club in Springfield.

Approaching the Mississippi River, Li'l Mac chose the Eads bridge to cross into St. Louis. Traffic snarled at the toll bridge while the confused attendant attempted to find tariff regulations covering such odd conveyance. Car and passenger rate of .15 cents won out and a caravan of cars moved slowly across the bridge behind Red. A left turn onto Broadway and again onto Olive Street brought them to 408 and the home of CLUB MANAGEMENT.

Although Li'l Mac's and Red's arrival was anticipated they arrived before lunch instead of after as scheduled and Don Clark, Wes Clark, and Johnny Poor got stuck for the check. Catherine Barrett was decked out for the occasion having arrived at work that morning in the finest western riding garb and darned if she didn't successfully manipulate a trip to City Hall and back astride an amiable "Red".

Li'l Mac visited the Missouri Athletic Club that afternoon and had an enjoyable steam bath with Manager Tom McGuffey.

Chris Murphy hosted the evening affair at the Algonquin Country Club. President Jack Kane officially greeted Li'l Mac and read the following letter from Horace Duncan, general chairman of the 1961 conference.

Dear Li'l Mac:

You are now only two stops away (Kansas City and Omaha) from your last leg to the Denver conference. Your ardent efforts to achieve the largest attendance ever have certainly been overwhelming. Frank Case of the Denver Club reports that reservations are really pouring in. The enthusiasm of our CMAA members is simply terrific.

We are confident that the Denver conference will be the biggest and best we've ever held. In anticipation of this let me assure you that the events that have been planned so far by the conference committee will make the 1961 conference an unforgettable experience in the lives of all the managers and wives who attend. If I could only tell you of all the surprises in store for the delegates they would do almost anything to gain approval from their boards of directors to attend and believe me they should.

We strongly urge you to encourage all the early reservations you can mus-

ter in your travels. And, additionally, you might also encourage their arrival on Tuesday. For on Wednesday, we are planning an all day trip starting at 9 p.m. that we are confident East, West, North and South has never seen "the likes of." This trip in itself has been so planned and scheduled, complete with outstanding, and I mean outstanding, entertainment that it would be extremely disappointing to anyone who misses this highlight. They may never again get the opportunity to enjoy this wonderful experience. So do your damndest Li'l Mac and gett'um here on Tuesday.

On Thursday and Friday morning at 9:30 a.m. we have arranged two tours for the ladies of 50 each (maximum allowed) to visit the U. S. Mint. No cameras please and no children under 8 years old. We're sure those ladies interested will thoroughly enjoy this.

The post-convention tour starting on Sunday after the conference is, of course, as announced earlier, to the Broadmoor Hotel and the Colorado Springs area. Colorado is at its magnificent best at this time of the year and

there is no place any finer to view its wonders than in this picturesque setting.

This side trip will include a trip to the now famed Air Force Academy where the entire cadet corps will parade in review for them. Their precision drilling and discipline is unexcelled and our fellow club managers will all have the opportunity to gaze upon this spectacular splendor first hand.

Anyone interested in additional information is urged to write Gene Marshall, general manager of the Garden of the Gods Club in Colorado Springs. Gene reports that already he has over 150 reservations.

Well, Li'l Mac, I guess that about does it for this time. Keep up the good pace and we'll look forward to seeing you in the not too distant future. Only three more months to conference time in Denver. Dont let your beard get too long!

Sincerely,
Horace Duncan,
General Chairman
1961 Conference

Full Entertainment Program Awaits Women at Denver Conference

By Mary Alice Duncan

Ladies Committee

As you know, the slogan for our 1961 Conference is "For Education and Fun it's Denver in '61." We will leave the education for the men and concentrate on "fun" for the ladies; and being wives of club managers, we are all anticipating the entertainment provided for both husbands and wives.

Our famous western hospitality awaits you. And the women's committee is planning events which we hope will enhance the intrinsic flavor of our Colorado atmosphere. Speaking of atmosphere, may we put in a plug for our muchly maligned weather. Our cold weather is invigorating. We wear a suit and furs mostly. The sun shines nearly every day and brightly. Our snows last only three or four days before evaporation finishes them off. In fact, we usually have good golf weather through January and not always with red golf balls either!

Atmosphere, in a different sense we will have, too. With activities at both the brand new "Denver Hilton" and the historic old and new "Brown Palace" plus visits to many clubs, we hope to

entertain you royally. Even a mountain trip is in the offing if you can arrive prior to Wednesday noon.

Our special ladies events will include a luncheon and skating show at our wonderful Denver Country Club, which is only a few minutes from downtown, in a beautiful wooded setting, and a luncheon and program at the plush Petroleum Club with a magnificent view of the whole range of the Rockies from Pikes Peak to Longs Peak.

After our traditional Thursday luncheon with the men, we have planned so you will have the afternoon free for shopping or prettying up for the formal that night.

Our Saturday night informal party will be in the "Silver Dollar Saloon" so you can participate in costume or as a "come as you are."

But come prepared to have fun and enjoy yourselves. We are looking forward to entertaining you and to getting to know you better. The conference will be friendly and informal. See your old friends and make at least one new one.

Westward Roll The Wagons

By G. V. "Jerry" Marlatt

Transportation Chairman
Greater Chicago Chapter

With the convention only a little less than 90 days away, you must have already decided which mode of transportation you will use to get to Denver. If you have not, or intend to go by rail, we cordially invite you to put the WAGON TRAIN in your convention plans.

You have all read of Al Deichler's "Safari" to Houston, Texas, and the "Day in Chicago" and the trip to Pittsburgh. Once again this year we are uniting with Al Deichler and the great New York group for a stop over in Chicago.

We are recruiting WAGON MASTERS in other cities, too, to help bring other groups into the Windy City for this big event. Cities which can conveniently join the Wagon Train are: Charleston, Huntington, and Wheeling, W. Va.; Baltimore, Md.; Washington, D. C.; Philadelphia, Pittsburgh, and Harrisburg, Pa.; Detroit, Mich.; Cleveland, Cincinnati, Akron, Dayton, and Columbus, Ohio; New York and all of New England; plus these points west of Chicago: Rock Island, Ill.; Des Moines, Ia.; Minneapolis and St. Paul, Minn.; Omaha and Lincoln, Neb.

If you live in any of these cities and are interested in going by rail from Chicago on, then fill in the coupon on page 50 and mail it to me and I will have the railroad contact you direct.

Complete plans will be in the December issue of CLUB MANAGEMENT for all of the activities in Chicago and enroute. However, our first job in securing special accommodations on the train will be to get a list of those interested.

All persons interested in going VIA WAGON TRAIN should let us know by November 30th, 1960, and then you will be contacted by the various railroads involved.

And don't forget . . . you can fly to Chicago, go via WAGON TRAIN, and return by air. Also, if you intend to go to Colorado Springs after the convention you can go at absolutely no extra cost if you go by WAGON TRAIN.

We hope you join us on the WAGON TRAIN to Denver, January 23, 1961.

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St. Louis Country Club members make use of the club's new, portable ice rink.

Is There an Ice Rink in Your Future?

By Thomas D. Hackett, Manager

St. Louis Country Club

If you are looking for an unusual idea to stimulate winter activity at your club, consider an ice skating rink, for a sport that has no age barrier.

Here at the St. Louis Country Club we have a progressive membership and a board that is constantly searching out new ideas to extend our club facilities beyond the golf course and swimming pool. However, it took a lot of imagination and heart last year on the part of our skating committee, headed by John Brodhead, to recommend installation of an artificial rink.

St. Louis is not a community where participation in winter sports has ever won a strong following principally be-

cause the average winter temperature is a mild 40 degrees. Because of this St. Louisans simply are not conditioned to think in terms of winter sports.

The temperature problem was also a prime consideration when we decided to build an ice rink, because it meant that often the heat of the sun on the ice would be about 100 degrees so that equipment would have to have capacity enough to withstand temperatures that would normally thaw rather than maintain an ice surface.

We called upon Charles R. Beltz, Detroit, one of the nation's largest manufacturers of ice rinks, to give us advice. With the background of the

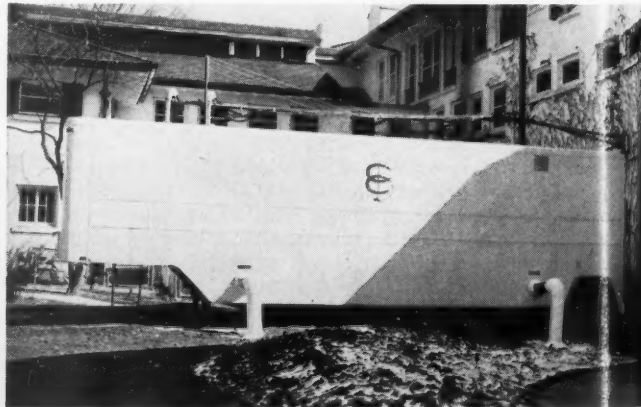
firm's experience and our anticipated requirements, we drew up complete plans for the equipment and Beltemp rink we needed for our 500-member club.


Convinced that acceptance would create a need for a large rink, we raised our sights to one of hockey size, 85 by 185 feet, which we felt would take care of all future demands.

From the day the rink was opened in December it was a success so far as increasing membership interest. Although expensive to maintain and operate, we feel that with a year's experience behind us and with proper

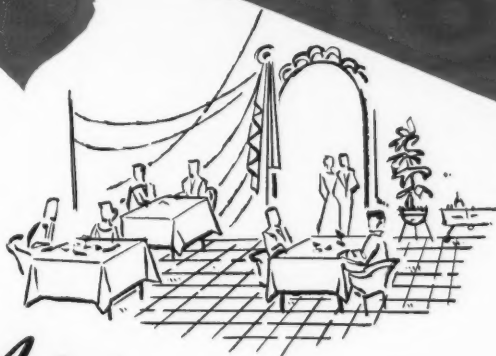
(Continued on page 64)

Below: Seating facilities are set up outside the club's new \$84,000 rink for members to take a breather between skating rounds. Log fires are maintained around the rink at all times. At right: The portable cooling unit for the new rink, which was needed for economical operation, was installed next to the club's air-conditioning tower.





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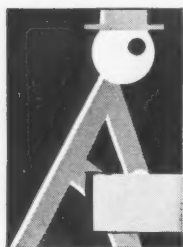
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TRUMPING THE CLUBS

Robert L. Brake, former manager of Elmcrest Golf and Country Club, Cedar



Robert L. Brake

Rapids, Ia., has been named manager of the Country Club of Peoria, Peoria Heights, Ill., succeeding Nick Huegel.

Mr. Brake had been at Elmcrest for the past four years and prior to that was manager of the Fort Dodge (Ia.) Country Club. He went to Iowa from the West Coast where he was manager of a motel and cafe.

★ ★ ★

James E. Pollock recently accepted the position of manager of the Morris Park Country Club, South Bend, Ind., moving from the South Bend Country Club, where he was assistant manager.

Mr. Pollock also has been associated with the Milwaukee Country Club; Plankinton House, in the same city; Kellogg Center of Michigan State University; and as manager of the Fort-nightly Club, Chicago. He received his B. A. degree in hotel and restaurant management from Michigan State University, and also attended the Wisconsin Restaurant Institute and the University of Wisconsin.

★ ★ ★

North Hills Golf Club, Douglaston, Queens, N. Y., the last private course in the city, has been sold, according to a report from the *New York Times* September 17. The club has bought a 150-acre tract in Manhasset, L. I., and is designing a new course to be completed late in 1961.

Fire swept Greenwich (Conn.) Country Club, September 5, destroying all but a frame wing of the three-story clubhouse. A squash court and servant's rooms were saved. Value of the club and contents was estimated at well over \$2 million by Manager Forest C. Davis.

Fifteen firemen were treated for injuries from battling the flames, but 44 overnight guests and 16 employees escaped unharmed. The fire started about 4 a.m. in the basement of the 30-year-old brick-vener building; cause of the blaze has not been determined.

Plans are already underway to rebuild the club, Manager Davis reports. Committees have been appointed to decide the location and other details; the club will be rebuilt in the same Georgian architecture.

Among the "irreplaceables" destroyed by the fire was the art work hanging in various rooms of the club—one of the finest and largest displays of paintings in a club anywhere in the country.

Also lost was the club's E. Vivian Bond Trophy, presented by Mr. Bond, an Englishman who visited the club in its early days and was appreciative of the courtesies extended him. The trophy has been played for by the membership since 1897 and is called the "Queen's Jubilee Cup" in honor of Mr. Bond's admiration for Queen Victoria.



Harry E. Forsythe

Harry E. Forsythe has accepted the position of manager of Druid Hills Golf Club, Atlanta, succeeding Dan Parlamento, who had been associated with the club since 1955. Mr. Parlamento resigned August 16.

Mr. Forsythe took over his duties September 15 after serving as general manager of Oak Hill Country Club, Richmond, Va., for the past three years. Before going to the Richmond club he was manager of the Officers Club, Fort Myers, Va.

A graduate of Indiana University with a B.S. degree, Mr. Forsythe also attended Princeton. He is a regional director of CMAA and a member of the International Stewards and Caterers Assn., and the National Restaurant Assn.

★ ★ ★

Mr. and Mrs. Edward A. Vetter (he is manager of the Portage Country Club, Akron, Ohio, and a CMAA director) recently returned from a vacation in Europe.



Fire destroyed the Greenwich (Conn.) Country Club and with it irreplaceable paintings and other items. Value on the club buildings and contents was set at \$2½ million, and Manager Davis reports that more than \$1 million has been put into the club during the past five years. Insurance covered only a partial amount.

CLUB MANAGEMENT: NOVEMBER, 1960

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*For example, Blodgett Oven #959 has the capacity of 4 standard range ovens.

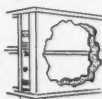


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Illustrated: #959 — Capacity, Six Roast Pans, Thirty-six 10" Pies, Six 18"x26" Bun Pans. Finish shown: Stainless front, standard black sides.

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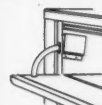
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QUANTITY RECIPES

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LEA & PERRINS
The Original
WORCESTERSHIRE



Shown here is the artist's conception of the new Lake Region Yacht and Country Club, Winter Haven, Fla., where E. W. Sasser is general manager.

The new Lake Region Yacht and Country Club, Winter Haven, Fla., where Earl W. Sasser is general manager, is scheduled to open the 15th of this month. The club has a membership of 500.

The \$750,000 club was designed with closely spaced columns and suspended sun shades, creating interesting light patterns throughout the building and reducing glare. Hurricane Donna delayed construction about four weeks.

Facilities will include an 18-hole golf course, tennis courts, junior olympic swimming pool and a 2000-square-foot pro shop, along with facilities for horseback riding, boating and water skiing. The 20,600-square-foot clubhouse includes dining room, kitchen, lounging area, locker rooms, teenage room and a 12-foot patio overlooking Lake Hamilton.

The club's new assistant manager is **Douglas T. Currie**, recent graduate of the University of Florida's club management school.

★ ★ ★

Chris Sickler has been named general manager of the Rolling Road Golf Club, Catonsville, Md.

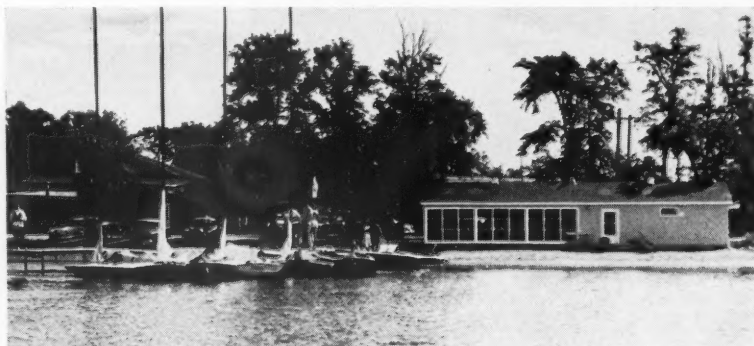
Herschel Lee, manager of the Crawfordsville (Ind.) Country Club, received some publicity in the local newspaper not long ago from a feature concerning his ice carvings. The 93-degree weather outside prompted the story since Mr. Lee was wearing gloves and a jacket and keeping cool in an ice house.

In about ten years, Mr. Lee has done close to 150 ice pieces valued up to \$100. His most extravagant piece was a cathedral made from 1200 pounds of ice and complete with lights. He carved it for a New York Hotel and Restaurant Assn. convention.

Other ice carvings include a slipper filled with punch, squirrels, fish, bulldogs, Indians, and a copy of the USS Nautilus, which was done for a dinner given for Mrs. Dwight Eisenhower.

★ ★ ★

N. Ashley Jenkins has become manager of Great Oak Lodge and Yacht Club, Chestertown, Md. The club is a year 'round resort with varied activities. There are facilities of an 18-hole championship course and an 18-hole miniature golf course, swimming pool and beach.



Chain of Lakes Yacht Club, Fairmont, Minn., transformed an abandoned bath house into an attractive clubhouse, complete with kitchen facilities, at minimum expense. The building is insulated and interior walls are finished with plywood. The 60-foot building has DeVac Glass Walls which provide a view of the lake and allow lake breezes to flow into the club rooms.

You can make news with

DEEP-FRIED *luncheon specialties*

Spark and speed your noon trade with these three low-cost, distinctive "blue-plates" —deliciously deep-fried in Heavy-Duty MFB



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- 61% of the "eat-out" business is at lunch. Increase your share of this growing market with tempting menu variety based on low-cost entrees prepared with a flare.
- Breaded foods for deep-frying can be prepared in advance to assure quick service and a high turnover of pleased customers.
- Heavy-Duty MFB, the shortening with the high smoke point, stands up under heaviest frying conditions, won't gum up your equipment.
- For the all-use fryer, all-vegetable Heavy-Duty MFB is perfectly bland . . . insures no transfer of flavors.
- Heavy-Duty MFB bakes to perfection too.

The Wesson People
New Orleans, Louisiana

Makers of Heavy-Duty MFB . . . Keap . . . Quik-Blend . . . Meedo . . . Quiko . . . Task

TOMATO FISH FRY ITALIANA

Combine tomato sauce, such as Hunt's, with a little water and horseradish (optional). Dip fish fillets in sauce, then in seasoned bread crumbs (dill is delicious). Chill. Deep fry in Heavy-Duty MFB at 350°. Sprinkle with Parmesan cheese and chopped parsley.

DEEP FRIED HAM KABOBS

Cube ham ends or lunch meat. Place on skewers alternately with pineapple chunks and green pepper squares. Roll in seasoned flour or bread crumbs. Then dip in egg beaten with a little water. Roll again in seasoned bread crumbs with a little dry mustard added. Chill. Deep fry in Heavy-Duty MFB at 350° until golden brown.

GINGER FRIED CHICKEN LEGS WITH ORANGE SAUCE

Steam chicken legs 20 minutes. Cool. Dip in batter of 2 cups flour, ¼ cup sugar, 2 tablesp. salt, 1 tablesp. ground ginger, 1½ teasp. white pepper, 3 tablesp. Wesson and about 2 cups milk, chicken stock or water. Deep fry about 5 minutes in Heavy-Duty MFB at 350°. Serve with Orange Sauce. Combine ¼ cup Kneedit Margarine or Wesson Oil, 3 tablesp. cornstarch, 1 quart orange juice, 1 tablesp. grated orange peel, 1 teasp. each salt and ground ginger. Heat mixture, stirring until thickened.

NOTE:

Use eye- and taste-appeal of garnishes and sauces to beat your competition . . . or to up your tab. Try hot mustard, fancy pickles, spiced peach, crab apple, kadota fig . . . sauces such as sweet-and-sour, fruit, or seasoned white.

Robert C. Brothers, formerly manager of the Alliance (Ohio) Country Club, has been appointed manager of the Country Club of Mobile, Ala.

★ ★ ★

Hugh J. King, formerly manager of Moose Lodge #1458, West Point, Ga., has become food service manager for the George C. Marshall Space Flight Center in Huntsville, Ala.

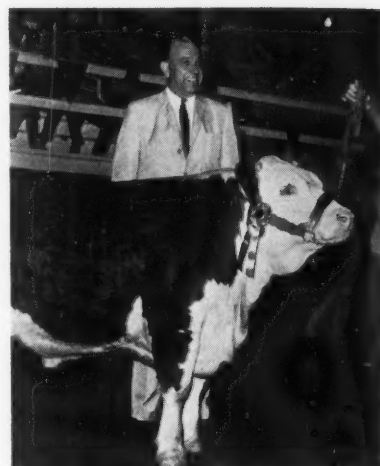
Before his retirement from the Army in 1959, Mr. King was club officer, Fort Shafter Officer's Mess, Honolulu, Hawaii, and Fort Knox, Ky.; hotel operations officer in Tokyo, Japan; and post food advisor, Fort Benning, Ga., and Schofield Barracks, Hawaii.

Mabel Fredericksen, manager of the Portland (Wash.) Woman's Club, sent word of the completion of redecorating the clubhouse. There was an open house September 23 for members to see the refurbishing work. Mrs. Fredericksen has entered her seventh year as manager of the club.

★ ★ ★

Northern New Jersey swimming and country clubs were the subject of a full length feature article with many pictures in the Newark News. Included were pictures at Canoe Brook Country Club, Summit; Bradford Bath and Tennis Club; Maplewood Country Club; and Chatham Fish and Game Club.

★ ★ ★



The Toledo (Ohio) Club tried a new promotional idea starting September 6, having a "Blue Ribbon Beef" week. Richard Cole, president of the club, stands behind the grand champion prize-winning steer which he purchased for the club at the county fair. The animal brought \$.91 per pound on the hoof. Willis Garwood, manager, came up with the promotional idea of serving 850 pounds of beef, from steaks-to-hamburgers.

Donald B. Stone, formerly general manager of the Cork Club, Houston, has become manager of the Forest Club in the same city.

★ ★ ★

Thomas C. McGuffey, manager of the Missouri Athletic Club, St. Louis, was one of the guest speakers at an Open Mess conference of the Military Air Transport Service, held August 25-26, at Scott Air Force Base, Ill.

Mr. McGuffey spoke on cost control. Other subjects on the agenda were the changing concepts in food marketing and club operations, new labor saving equipment, short courses, club books and magazines, including CLUB MANAGEMENT, conventions, displays and membership in CMAA.

H. H. Pope, of Pope's Cafeterias, St. Louis, also spoke at the conference.

★ ★ ★



Thomas McGuffey, left, manager of the Missouri Athletic Club, St. Louis, discusses a speech on cost control which he gave at the Open Mess Conference of the Military Air Transport Service, with Major Gabriel Cazares, chief, Open Mess Branch, DCS/P, Hq MATS. The conference was held at the end of August at Scott Air Force Base, Ill.

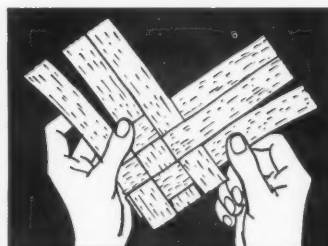


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*in golden avodire
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SAY SEAGRAM'S AND BE SURE



SEAGRAM-DISTILLERS COMPANY, NEW YORK CITY. BLENDED WHISKEY. 86 PROOF. 65% GRAIN NEUTRAL SPIRITS.

Write advertisers you saw it in CLUB MANAGEMENT: NOVEMBER, 1960

Robert A. Jones, Lake Helen, Fla., who has retired from the club field, died recently according to a report from CMAA. He is survived by his wife, Doris.

Major Jones, who was born in Hereford, England, had been a resident of Lake Helen, for ten years. He served in the British army during World War I. Major Jones was manager of Baltusrol Golf Club, Springfield, N. J., for 22 years and also was at the Mid-Ocean Club, Bermuda, and the Country Club of Detroit. Retired from the club management business, he was owner of Edgewood Groves, Lake Helen, at the time of his death.



Arthur Collard, left, former manager of the Savoy Hotel, London, England, and Cliff Cornwall, Jr., Morristown, N. J., managing director of the Trelawny Club, Runaway Bay, Jamaica, W. I., review plans on the site for the new club to be completed in 1961. The 20-bedroom inn will have facilities for swimming, tennis, deep sea fishing, horseback riding and bathing on a 500-foot beach.

An open-house viewing of the Pittsburgh Athletic Assn. new second floor and function rooms was held September 17 for the purpose of having members see the remodeling first-hand and take part in a "Name the Rooms" contest. Members helped select appropriate names for rooms, which previously were just numbered. There were refreshments and music.

★ ★ ★

Albert Deichler, Jr., manager of the City Midway Club, New York, and his wife, Hilda, recently returned to the club from a 3925-mile trip to Florida during which they visited both the eastern and gulf coasts.

On their three-week vacation, they stayed for several days in the area of Palm Beach, Miami and St. Petersburg. Mr. Deichler reports that CMAA Director Bob Yoxall and the Florida group already are on the job for the 1962 CMAA conference scheduled in Miami.

★ ★ ★

Arthur A. Lambert has resigned as manager of the Oak Hill Country Club, Fitchburg, Mass., and has not announced future plans.

★ ★ ★

Glenn L. Goll, Ravenna, Ohio, died recently we learned from a report sent to us from CMAA. Mr. Goll is survived by his wife, Louise.

★ ★ ★

Clubs in the Indianapolis area received publicity in the Indianapolis *Star's* recently published pictures and stories on every country club in the area. The paper covered the clubs in groups on several Sundays.

John Uren, manager of Kansas City's University Club, and his wife, Irene, have returned from a five-week European tour. They visited Oslo, Copenhagen, Switzerland, Paris, and England, the home of some of Mr. Uren's relatives.

Returning to the United States, the Urens were entertained in New York by Eric Scott, manager of the Pinnacle Club, at his home where managers and friends in the area gathered. The Urens also spent two days with Mitzi and Red Large, Plum Hollow Golf Club in Detroit, before returning to Kansas City.

★ ★ ★

Tom and Dottie Devlin, Sedgfield Country Club, Greensboro, N. C., are the parents of a new tax deduction (male), Thomas Michael III, born August 31, weighing seven pounds, six ounces.

★ ★ ★

Scarsdale Golf Club, Hartsdale, N. Y., where CMAA Director Fred Hollister is manager, has just completed the first part of a remodeling program at the club costing \$105,000. The lounge, sun room and hall of the club were redecorated and other areas of the club have been transformed to blend in design and color with the new areas.

There is a new drive-up entrance with a circular marquee, and the addition of a first-floor ladies powder room.

★ ★ ★

Edward C. Newhart, River Forest, Ill., who was retired from the club field, died recently according to a report from CMAA. He is survived by his wife, Winifred.

★ ★ ★

Arthur D. Hair has assumed management of the Country Club of Little Rock, having taken over duties October 1. Mr. Hair formerly was manager of the Ansley Golf Club, Atlanta.



General Manager William F. Birner, second from left, Sunningdale Country Club, Scarsdale, N. Y., congratulates Henri Roumieux, his executive chef, on the club's series of buffet set-ups. The club schedules Saturday-night and mid-week buffets featuring continental specialties with Italian, Swedish, Hungarian, French and Austrian dishes. The buffets have increased club patronage, drawing 300 and up to 500 members when there is dance music.



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Here is an exceptional profit opportunity for every club, hotel and restaurant to attract new patrons, lure old ones back, and stimulate extra business. To help you attract a big share of this business, we have designed a free kit of material which includes a whole host of ways and means to tie in with the national promotion of Colorado Beef Month. Included in it are recipes, steak sticks, radio scripts, art work, suggestions for clubs on party decorations, mailing pieces, giant telegrams and an award of merit for posting in your establishment, and many other exciting ideas to help you build profits.

Cash in on this tremendous program. Send for your 1961 National Colorado Beef Month Kit, which illustrates all of the material available to you. There's absolutely no obligation, so do it now... today!

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Forrest J. "Red" Large is shown standing in what will be the kitchen of his new clubhouse, at Plum Hollow Golf Club, Detroit, which is scheduled for completion April 1, 1961. The old clubhouse was destroyed by fire in the fall of 1959, and is being replaced by a beautiful new building which will include several innovations in clubhouse design. At the present time Mr. Large is operating out of facilities formerly used for housing employees, which now serve as dining room and bar, and the dressing room which now serves as a locker room for men and women swimmers.

★ ★ ★

John W. Ney took over management of the Meadowbrook Town and Country Club, Racine, Wis., October 1, replacing George Backus, who is now manager of a new motel and dining room in Madison, Wis.

Mr. Ney has been associated with the Country Club, Petersburg, Va.; Twin Hills Golf and Country Club, Joplin, Mo.; Mauh-Nah-Tee-See Country Club, Rockford, Ill.; Elks Town Club and the Blue River Country Club, Shelbyville, Ind.

The Meadowbrook club just underwent a \$275,000 remodeling program.

Another phase of the expansion at the St. Paul Athletic Club has been started on the ground floor according to an announcement by Manager Lyle E. Brown. The club recently opened the Summit roof-top room.

Under the plans the special ladies entrance is being eliminated so everyone entering the club uses the main entrance. Other new facilities are a mixed lounge, a ladies lounge, powder room

and check room, men's library and reading room and new offices for the manager, secretary and editor of the club's monthly magazine.

★ ★ ★

Anthony Maurin, manager of Charters Country Club, Pittsburgh, died recently according to a CMAA report received by CLUB MANAGEMENT. Mr. Maurin is survived by his wife, Antonette.

Three Crab Meat Recipes for Your Menu

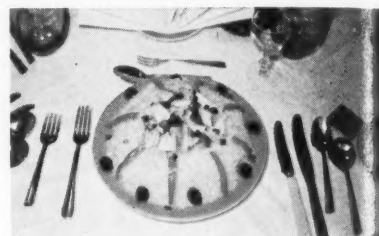
Crab has always been a favorite dish of club members and here are three recipes, one from Manager Jorgen Andersen of the Pioneer Club, Lake Charles, La., and two from Wakefield Fisheries, to present to your membership.

Quick Crab Supreme In Onion-Rice Ring

Jorgen Andersen, Manager
The Pioneer Club
Lake Charles, Louisiana

- 1 can (10½ oz.) cream of mushroom soup
- 1/3 cup cream
- 1/2 pkg. (8 oz.) Cheddar cheese diced
- 1 (4 oz.) can sliced mushrooms
- 3 tbsp. sherry
- 12 oz. fresh (or frozen) crabmeat
- Salt, pepper, paprika

Defrost crab meat (if frozen) and drain thoroughly. Heat soup in top of double boiler; stir in cream, blending until smooth. Place over hot water. Add cheese and stir until cheese melts. Add mushrooms, sherry and seasoning to taste. Add crab meat. Let stand over hot water until serving time. Serve in center of onion-rice ring.



Quick Crab Supreme

ONION-RICE RING

- 1 cup uncooked rice
- 1 cup chopped green pepper
- 1 cup chopped onions
- 2 eggs, separated
- 1/2 cup cream
- salt, pepper to taste

Steam rice until tender. Add cream to egg yolks and beat well. Mix with rice. Add green pepper and onion. Season to taste. Fold in stiffly beaten egg whites. Pack firmly into well-greased ring mold and bake in moderate oven (350 degrees) about 30 minutes. Unmold and fill center with Quick Crab Supreme. Garnish ring with pimento strips. (Serves 4):

Crab and Cheese Chowder

- 1/2 cup butter
- 4 medium onions, thinly sliced
- 8 stalks celery, finely chopped
- 1 tbsp. salt
- 1 tsp. pepper
- 2 lbs. King Crab, defrosted
- ots. milk, scalded
- 1 lb. cheese, grated
- 3 tbsps. chopped parsley

Melt butter, add onion and celery. Cook until onion is transparent. Add salt, pepper and crabmeat, finely broken. Add milk, cheese and parsley. Heat slowly until cheese melts. Remove from heat. Reheat at serving time. Makes 25 servings.

—Courtesy Wakefield Fisheries

Crabmeat Oriental Casserole

- 2 #5 cans Chinese noodles
- 2 #5 cans mushroom soup
- 3 cups thin cream
- 3 cups chopped celery
- 1 1/2 cups whole cashews
- 2 tbsps. chopped onions
- 2 1/2 lbs. King Crab, defrosted
- 2 1/2 tsp. salt
- 3/4 tsp. pepper

Open the noodles and reserve 1 can for topping. Mix remaining noodles with other ingredients in order given. Blend thoroughly and place in a large shallow, buttered casserole. Top with the crisp noodles you have reserved. Bake 1/2 hour at 350°. Makes 25 servings. —Courtesy Wakefield Fisheries.

Can You Use This Idea?

Beverage Rain Check

UNIVERSITY CLUB OF CLEVELAND

Redeemable ONLY For (1) Drink

Charge To _____

MEMBER'S SIGNATURE

Members of the University Club of Cleveland, where Jack Kozar is manager, for many years have enjoyed rolling dice before lunch to see who pays for the drinks. However, moderation prevails over the gaming instinct so formerly play was limited to one or two games.

In order to make it possible for members to extend play and

still be in condition to work in the afternoon, a rain check in the form of the card shown here was placed at the club's bar. Now if a member wants a chance to roll just once more, but the winner doesn't want to consume his drink at that time, the loser simply signs the rain check with his name and number and it can be cashed in at any time by the winner. Needless to say this idea has helped increase bar business.

(Do you have an idea that has helped you increase bar or restaurant business. Readers of CLUB MANAGEMENT are urged to send in their ideas to the Idea Department and share them with other readers.)



(A)

(A) START WITH SEXTON CHICKEN SOUP BASE to enrich the chicken flavor in a la kings, casseroles or pot pies or to add body and zest to soups, sauces and salads. Economical and easy to use.

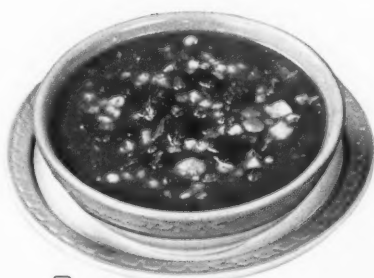
So many good things on your menu start with Sexton Soup Bases

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(B) START WITH SEXTON BEEF SOUP BASE to turn out hearty beef-flavored soups, delicious meat loaf, rich gravies and stews. Use it with any recipe you'd like to "beef up."

(C) START WITH SEXTON ONION SOUP BASE for the kind of French style onion soup they serve in the very top restaurants. Sexton selects the onions and simmers them in fine beef stock. You simply add water for a thrifty, sure-to-please favorite.

(D) START WITH SEXTON HAM SOUP BASE whenever you want a distinctive ham flavor. Especially good for bringing out that "Down-East" flavor in lima beans or Boston baked beans. Try it also with green pea soups, ham loaf or croquettes, sauces and gravies. Economical . . . and so easy to serve.



(B)



(C)



(D)

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Vol. XVI

NOVEMBER, 1960

No. 8

Dear CMAA Member:

What is the heritage that we will leave for future generations of club managers? Will it be an organization that has won and merited the esteem of club members and the public at large? By reputation will this organization be composed of men who are respected as members of a great and successful group of outstanding professional men?



John Outland

CMAA is estimable and we *are* members of such an outstanding group, but if these attributes are not known and recognized by our "public," we have failed to make our mark.

There is much to make us proud of CMAA. Among other things it has developed a serious and varied educational program to help all of us. Through the summer workshops and the seminars at the annual conferences we have the opportunity to improve our knowledge of club operation. At the conferences and regional and chapter meetings we have the opportunity to fraternize with others of our profession, to profit from our association with them by exchanging ideas and experiences.

We have a lot to tell our public about "us" and that is just what we should do. It can be done by publicity in the papers, it can be done by sending CLUB MANAGEMENT to our directors, it can be done by word of mouth. Most of all, though, and best of all, we can tell others about what CMAA is and stands for, by the image we create in our everyday lives—by the way we comport ourselves and live up to the principles of our code of ethics. Certainly if our club members (and they are our dearest public) respect us, they respect CMAA because it is made up of all of us. Earning this respect is the first and greatest "public relations" program that we can undertake. It will help create an heritage of which we may be justly proud.

JOHN G. OUTLAND, CHAIRMAN
Public Relations Committee

Mid-America Has a First

By Wesley H. Clark

Some 80 club managers, wives and guests, including 31 from the O-K Chapter of CMAA, registered at the Bellerive Hotel in Kansas City, Missouri, on Sunday September 18 for the first two-day regional conference sponsored by the Mid-America Chapter.

Under the chairmanship of Robert L. Thompson, Carriage Club, the first day was devoted to social activities, while on Monday a fine educational program, highlighted by CMAA President Kenneth Meisnest, was featured.

Following registration some of the managers played golf at Oakwood Country Club as the guests of Manager Bob Benish; others took advantage of the Rock Hill Club's swimming pool as guests of William Dover, manager. Sunday evening John K. Uren was host for

a cocktail party, a delightful buffet dinner and dance at the University Club.

Early Monday morning managers met at the Oakwood Country Club for a continental breakfast and a concentrated educational program. With Regional Director Edwin T. Driscoll of Mission Hills Country Club in charge, the meeting got off to a brisk start with the introduction of CMAA President Meisnest of the Washington Athletic Club, who talked about the "Key to Successful Merchandising in Clubs."

Mr. Meisnest pointed out that today clubs are complex business organizations, with keen competition from other food service installations, and for efficient and economical operation must be under the administration of a competent executive manager. A manager

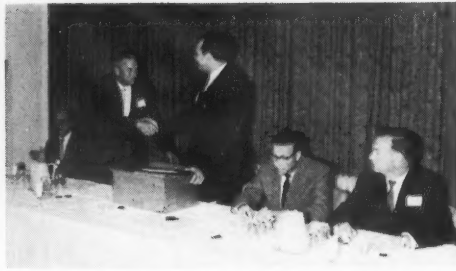


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President Dorothea Buschmann of the Mid-America Chapter and President Kenneth Meisnest of the CMAA are shown in the picture at left. In the picture at right, Edwin Driscoll, center, introduces CMAA President Meisnest. Others at head table are Bob Benish, Thomas C. McGuffey (past president of the CMAA and manager of the Missouri Athletic Club, St. Louis) and Robert M. Thompson.

should consider the reasons his members joined his club, give the members what they want in the way of service, and provide food and drink better than that of restaurants and hotels and equal to other clubs. He advised managers to keep their housekeeping the best, to keep up-to-date on food service, to keep a properly planned circle of social activities, to work with committees, and to encourage membership participation in activities such as showing movies of their European trips, etc.

President Meisnest emphasized the importance of continuity of management making for the success of a club. He warned against managers making a change of clubs and urged them to work out any difficulties they might have. He



Mrs. Alma Meisnest, wife of the CMAA president, is shown arranging her corsage at the University Club while Mid-America Chapter President Dorothea Buschmann looks on.



Berry Haug is shown accepting a gift from the Mid-America Chapter of CMAA in honor of his year as chapter president. At left is Miss Dorothea Buschmann, incumbent president and manager of the Kansas City (Mo.) Country Club, while at right Mrs. Haug gasps in admiration of the much wanted gift. Mr. Haug is manager of Indian Hills Golf and Country Club, Kansas City, Mo.

cautioned clubs about making managerial changes, too, contrasting a club that makes periodical managerial changes to a company that follows the same policy, and pointing out that the stock for such a company does not find favor in the market.

Mr. Meisnest concluded by suggesting that managers keep a complete file of all club events in order to time committee meetings, publicity releases, etc., and to have a record for reference. A manager should have an inquiring mind, he stated, should read CLUB MANAGEMENT, attend all local and national CMAA meetings and talk and discuss his problems with other club managers.



Managers attending the educational meeting at Oakwood Country Club registered from four states.

"The Story of Gin" was illustrated in a talk by Richard Gray, president of McCormick Distilling Company. Using a new device to measure the dryness of gin, he compared the qualities of several brands of gin, and the tests proved most revealing.

Following on the program was James Cooney, Simtex Division of the J. P. Stevens Company, who talked about linens, with special emphasis on table cloths and napkins. He pointed out they are meant to complement food, then told how managers can create changing impressions of the dining room through the use of a variety of colored linens. Color is the trend today, reported Mr. Cooney, with the Simtex mills devoting 30 to 35 per cent of their production to colored compared to only 15 per cent five years ago.

Concluding the morning program was a talk on "Wine Merchandising," by Anthony Pisa, wine adviser for Browne Vintners Co., and a wine tasting.

Following lunch, a round-table discussion covered such subjects as the Radarange and other club problems.

While the men were learning how to solve club problems the women were enjoying a program of their own which included a breakfast in one of the beautiful private gardens in Kansas City, followed by a visit to the famed Truman Library, a short time-out for lunch, then a visit to the plant where Hallmark cards are made.

Committee members for the meeting included: registration and publicity, Berry Haug, Indian Hills Country Club, and Charles Fatino, Milburn Country Club; housing and transportation, Harvey Brown, Meadowbrook Country Club, and William Dover, Rockhill Club; social committee, Miss Dorothea Buschmann, Kansas City Country Club, Mrs. Virginia Spears, Sherwood Estates Country Club, and Ed Fleck, Hillcrest Country Club. Members of the educational and general program committee were Robert Thompson, Carriage Club, chairman; Edwin Driscoll, Mission Hills Country Club; and Bob Benish, Oakwood Country Club. Mrs. Berry Haug was in charge of special favors.



Evergreen

Reported by J. F. McCarthy,
Secretary

John Morris, local manager of Horwath and Horwath accounting firm, was guest speaker at the September 14 meeting held at the Seattle Tennis Club. He gave a talk on club operations and the uniform system of accounting, reviewing procedure on security controls for payroll, food and beverage operations.

William Rorke, College Club, Seattle,



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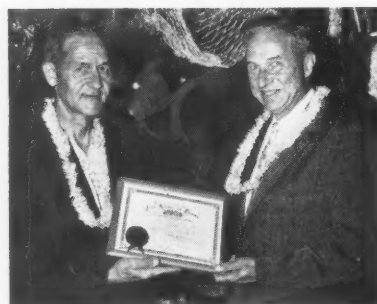
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Everyone sits on the floor at the lavish luau given at the Westwood Country Club, Houston, in connection with the Southwest Regional meeting sponsored by the Texas Lone Star Chapter. Harvey H. Mann, secretary of the chapter, was host-manager at the Westwood luau.



CMAA President and Mrs. Kenneth E. Meisnest are all smiles in their Texas suede jackets presented to them by the Texas Lone Star Chapter at the regional meeting in Houston.



Royce Chaney (left), past president of the CMAA and manager of the Northwood Club, Dallas, presents a certificate to CMAA President Kenneth Meisnest making Mr. Meisnest an honorary citizen of Texas.

was elected to membership.

It was moved and carried to submit a proposed change to the national by-laws, in Article 7, Section 3, which reads at present: "Applicants for active membership in a chapter shall simultaneously be applicants for active membership in the association. . ." The following addition is suggested: "except in the case of any club which has both a manager and one or more assistant managers. If the manager is a member of the association and the local chapter, the assistant manager (or assistant managers) may apply for membership in the local chapter without necessarily making application for membership in

the association. However, to qualify as president or secretary-treasurer of a local chapter, a member must also belong to the national association."

A show of hands indicated that nine members were planning to attend the national conference to be held January 25-29, 1961, in Denver.

New York State

*Reported by Stewart E. Brace,
Secretary*

The September 12 meeting of the chapter was held at Ridgmont Country Club, Rochester, with Joseph Doran as host for refreshments and dinner before the meeting.

Jack Hearn, Park Country Club, Buffalo, and Mr. Doran were elected to membership.

Announcement was made of the tri-chapter meeting with Central New York and Albany chapters November 10 at the University Club, Syracuse.

Chicago

Reported by Ben Waskow

Attendance at the August 22 meeting held at Riverside Golf Club was one of the largest of the year.

Tony Wayne, president of the chapter, and his wife, Ann, hosted members for a delicious steak dinner and an evening of entertainment and dancing. Golf and swimming highlighted the afternoon with cocktails and hors

d'oeuvres served on the patio overlooking the swimming pool.

Toledo

Reported by Les Pursell, Secretary

Dale Waterloo of Horwath & Horwath, club accountants and consultants, was guest speaker at the September 12 meeting held at the Toledo Country Club. Mr. Waterloo discussed new tax laws applying to assessments, dues and initiation fees when used for improvements.

Richard Sanford, Sylvania Country Club, and Robert Southwell, Glengarry Country Club, were elected to membership.

Ted Lewis, vice president of the chapter, conducted the business meeting in the absence of President Ed Sherman, who was down with the flu. Wives of members were invited for the cocktail hour and dinner before the meeting.

Badger State

*Reported by W. A. Buescher, Jr.,
President*

Charles C. Benson, the chapter's first president, was host at his club, Milwaukee Press Club, for the September 19 meeting. There were cocktails and dinner after the meeting.

City of New York

*Reported by Franklin S. Reynolds,
Secretary*

Treasurer Harry Langdon presided at the September 13 meeting of the City of New York Chapter at the Drug and Chemical Club due to the unavoidable absence of both the president and vice president.

Two letters of appreciation were read — on thanking the Schoenfeld Co. for printing the roster and by-laws and the other thanking Harris, Kerr Forster & Co. for doing the labor survey at a small fraction of the cost involved. A motion was also passed thanking Ray Adams and his committee for the work done in gathering data necessary to produce the survey.

The forthcoming four-chapter meet-

Wagon Train Application (See Pg. 33)

G. V. "Jerry" Marlatt
Flossmoor Country Club
Flossmoor, Illinois

I would like to join the WAGON TRAIN in Chicago for the trip to the convention. I will be arriving in Chicago on January I will arrive by: Rail..... Plane..... Car..... I will need hotel accommodations on Sunday, January 22nd, forpersons. Please have the railroad agent in my city contact me immediately.....

NAME

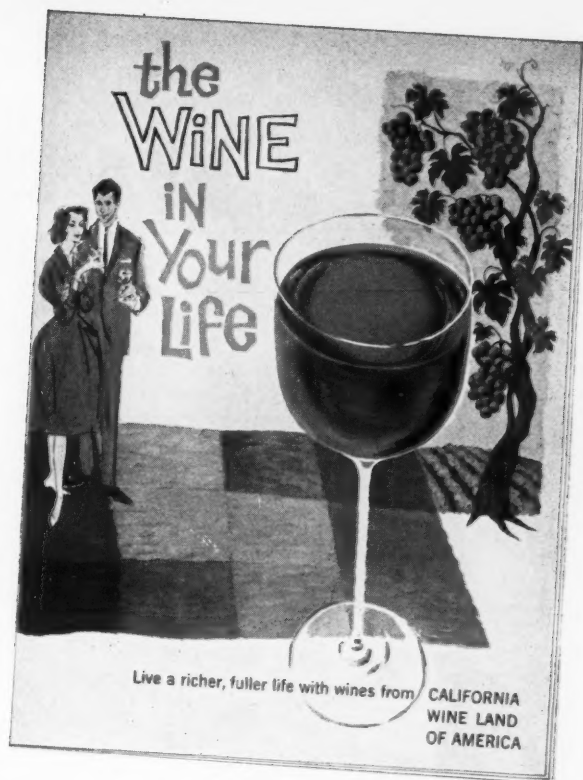
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CLUB MANAGEMENT: NOVEMBER, 1960

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Head table assignments at Birmingham Country Club Sunday evening went to, from left, Clyde Cyphers, John Godfrey, Joseph Carey, James Nick, William Le Pla, John Brennan, Tony Wayne, Chicago chapter president, Jerry Marlatt and William Wagner.



There were approximately 80 members and guests of the Chicago and Detroit chapters on hand for the Sunday evening dinner at Oakland Hills Country Club.

ing in connection with the hotel show in November was discussed and tentative plans were announced. A round table discussion was held on various club subjects.

The group enjoyed the hospitality of Victor Homborg, manager of the Drug and Chemical Club, and admired the newly remodeled club quarters.

Detroit-Chicago

Twenty members of the Chicago District Chapter were guests of the Detroit club managers on September 25-26 for two days of golf, cards, relaxation, and just plain good fun.

Events got off to a friendly start Sunday at Oakland Hills Country Club, with the arrival of the Chicago group by chartered bus. The evening was devoted to after-dinner cards and small talk, or singing to the piano playing of Saucy Sylvia, accordionist Bernie Vogel and singer Marianne James. Caricaturist Sam Fiends was on hand all evening to do drawings of members and guests.

Monday the leisurely program called for 11 o'clock brunch at Red Run Golf Club, followed by golf. For non-golfers there was a scheduled boat ride, or an afternoon at the races, where the Detroit Club Managers' Handicap was won by The Orator. That evening a social hour and dinner were featured at Bir-



Chicago Chapter President Tony Wayne, Fred Bangs and John Brennan, CMAA vice president, watch Charles R. "Chick" Bangs tee off to start golf tournament.

mingham Country Club with Eddie Schick, Shirley Bolt and Kim Sheahan furnishing entertainment.

Following a humorous talk by Joseph Carey, treasurer, Oakland Hills, and a Denver conference reminder by Jerry Marlatt, chairman of the Chicago transportation committee, golf prizes were awarded to Mel Fraccaro, Ravisloe Golf Club, Chicago; Charles R. Bangs, Chicago Golf Club; Stanley Najdowski, Wilmette (Ill.) Golf Club; Lloyd Weber, Mayfield Country Club, Cleveland; Howard Rodgers, Indian Hill Club, Chicago; John Brennan, Birmingham (Mich.) Country Club; Fred Bangs, Orchard Lake (Mich.) Country Club; Edward Turner, Country

Club of Jackson, Mich.; John Devers, Tam O'Shanter Country Club, Orchard Lake; R. H. Hatfield, Plymouth, Mich.; and Wesley H. Clark, CLUB MANAGEMENT.

Special guests, in addition to Messrs. Carey and Clark, included President Joseph Valdez, Secretary L. A. Bauer, John Godfrey, and Pro Al Watrous, Oakland Hills Country Club; President Anthony Caputi, Pro Frank Metzger and Assistant Pro Thomas Sullivan, Red Run Golf Club; and President James Nick and Pro Ray Maguire, Birmingham Country Club.

Detroit committees were: general arrangements, Mr. Brennan, and William Wagner, Red Run Golf Club; reception, Edward Renegar, Detroit Yacht Club, and chapter president; housing, Clyde Cyphers, Oakland Hills; transportation, Forrest J. "Red" Large, Plum Hollow Golf Club; entertainment, William Le Pla, who was also chairman of the Sunday evening meeting; golf, Charles Haynes, Detroit Golf Club; boating, Charles Bartlett, Detroit Boat Club; races, Sam Holmes; finance, Mr. Devers.

Metropolitan

*Reported by John A. McCabe,
Secretary*

The September 26 meeting of the Metropolitan Chapter was held at the Hampshire Country Club, Orienta Point, N. Y., with Peter D'Angelo as host-manager.

The following new members were elected: Egon Jorgensen, Great River Country Club; Jack Dawson, Bedford Golf and Tennis Club; Thomas W. Middleton, Westwood Country Club, Cleveland, Ohio; Barrett L. Crandall, Meadow Brook Club, Westbury; and Dieter H. Sturm, Jr., The Tuxedo Club.

Mr. D'Angelo, chairman of the insurance committee, reported on his committee's work and the chapter voted to increase the chapter dues to help cover the cost of the new insurance program.

The secretary reported that the chapter roster now totals 132 members.

New England

*Reported by Beatrice M. Phillips
Secretary*

The first fall meeting of the New England Chapter was held September 19 at the University Club of Boston with Warren Zacher as host. R. Alan Cheseboro, president, presided at the meeting which was attended by 34 members and two guests, James White, Harris, Kerr, Forster & Co., and the speaker, Robert B. Bachman, member of the University and Brae Brun Country clubs.

Louis Orgera, manager of the Hyannisport Club, and Charles Coulton, manager of the Harvard Faculty Club, Cambridge, were voted into membership.

Mr. Bachman, district sales manager of Lukens Steel Co., spoke on "How a Club Member Looks at His Club and

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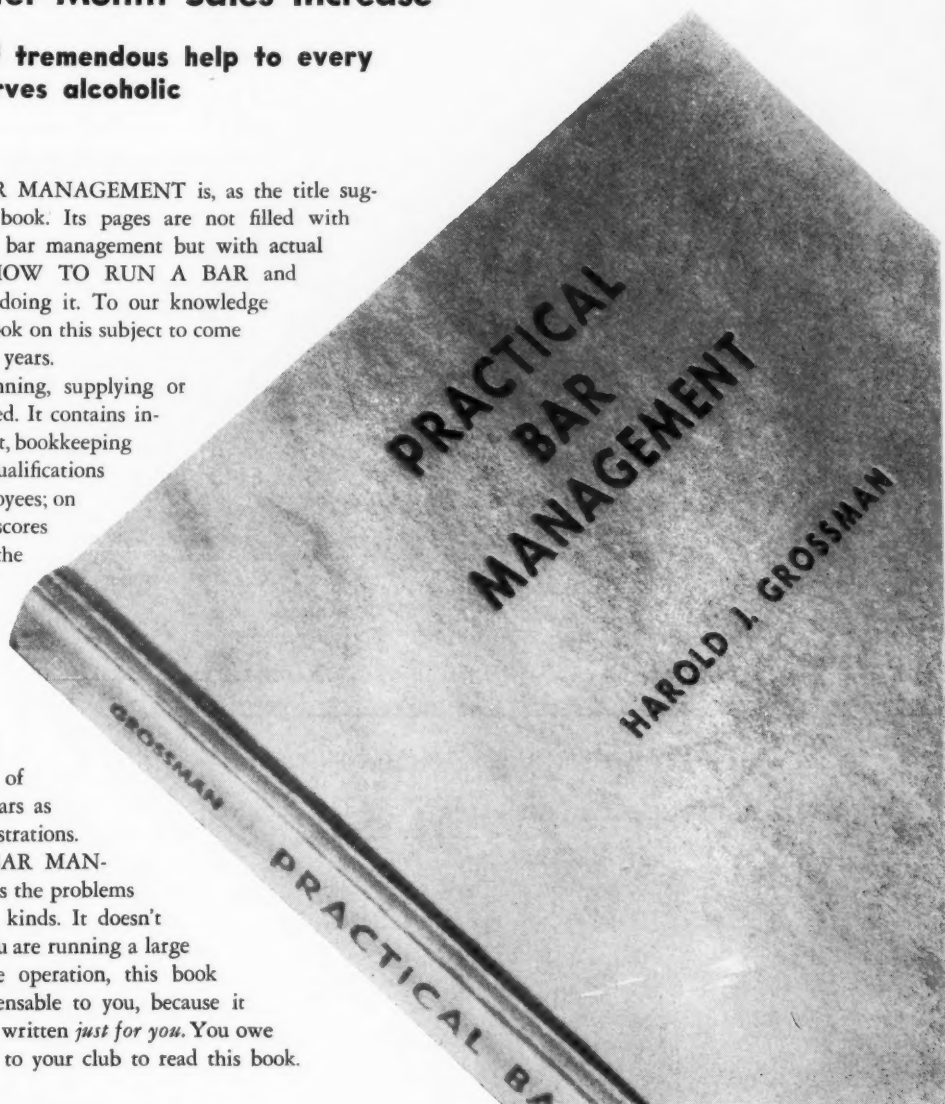
Should be of tremendous help to every club that serves alcoholic beverages.

PRACTICAL BAR MANAGEMENT is, as the title suggests, a practical book. Its pages are not filled with vague theories on bar management but with actual instructions on HOW TO RUN A BAR and MAKE MONEY doing it. To our knowledge it is the first textbook on this subject to come along in over 20 years.

No phase of planning, supplying or operation is ignored. It contains information on layout, bookkeeping and control; on qualifications and duties of employees; on stocking the bar; scores of recipes and the glass (illustrated) required for each. There

are also visual aids in the form of blueprints showing the layout of many successful bars as well as other illustrations.

PRACTICAL BAR MANAGEMENT covers the problems facing bars of all kinds. It doesn't matter whether you are running a large or small beverage operation, this book will prove indispensable to you, because it is a book that was written *just for you*. You owe it to yourself and to your club to read this book.



THE AUTHOR: HAROLD J. GROSSMAN is known to practically everyone in the business of public hospitality. His best selling book, GROSSMAN'S GUIDE TO WINES, SPIRITS & BEERS is now in its third revised edition. Experts have gone so far as to call it the "Bible" in its particular field.



BRITANNICA. The author's background and experience make PRACTICAL BAR MANAGEMENT both profitable and easy to read.

Mr. Grossman is now contributing editor to SPIRITS, BAR MANAGEMENT, PACKAGE STORE MANAGEMENT and THE MONOPOLY STATE REVIEW. He is retained by the National Association of Alcoholic Beverage Importers to lecture at universities having restaurant and hotel courses. He is also the author of articles in the newest edition of the ENCYCLOPAEDIA

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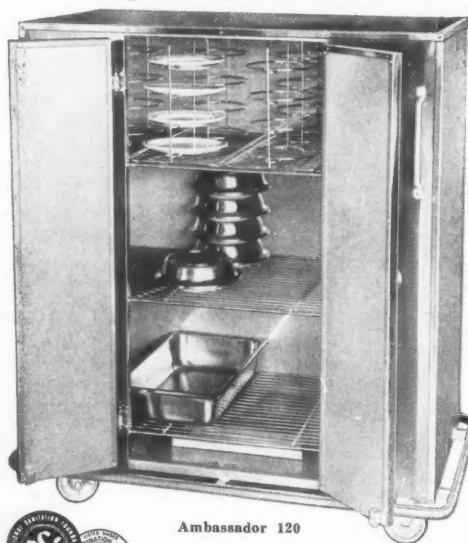
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Club, Wheeling, Ill.
Saint Paul Athletic Club,
St. Paul, Minn.

Its Manager". Mr. Bachman's speech showed his keen insight on the problems of clubs and a member's viewpoint of a club.

A vote of thanks was given Mr. Zacher for his hospitality and the meeting concluded with a delicious buffet prepared and served by Mr. Zacher's staff.

Peninsular

*Reported by Alfred Schiff,
Secretary*

The September 19 meeting of the Peninsular Chapter was held at the Spring Lake (Mich.) Country Club with Lowell L. Hecht as host.

President Frank Macioge gave a brief progress report of the meeting held at Lansing which was attended by six chapter presidents and representatives, and Bruce Matthews gave a brief resume of the activities of the regional conference at Michigan State which eight chapter members attended.

Walter S. Pattison gave a report for the entertainment committee and reminded members of his request for maps of their respective cities showing the location of their club.

The annual meeting will be held at the Century Club, Muskegon, on November 28.

National Capital

*Reported by Raymond J. Kyber,
Secretary*

The National Capital Chapter was graciously entertained on September 19 by Ed and Marianne Furedy at the historic Green Spring Valley Hunt Club, Garrison, Md. Cocktail and dinner music supplemented fine food and service.

President Jacques Aimi read to the general membership the action taken by the board in reference to the new ruling regarding accepting managers of privately owned clubs.

Central Pennsylvania

*Reported by Conrad Medina,
Secretary*

Ernest Koves, former chef of the Hotel Astor, New York, now vice president of L. J. Minor Corp., Cleveland, Ohio, was the principal speaker at the meeting held at Berkshire Country Club, Reading, with Robert F. MacDermid as host-manager. Mr. Koves introduced a brand of soup bases and concentrate sauces.

There was a board of directors meeting at 5 p.m. with refreshments afterward. The membership went to the Wyomissing Club in Reading for dinner, the meeting and an educational program. The educational program was sponsored by Felix Spatola & Sons of Philadelphia.

The November meeting will be held at the Country Club of York, Pa., with Paul F. Donnelly as host. The date has not been determined.

Southern California

Reported by Frank T. Sherwood,
Secretary

During the September 12 meeting held at Montecito Country Club, Santa Barbara, CMAA Director Charles Errington presented the new charter to President Harry Masterson of the newly-formed Santa Barbara Chapter.

This outing, to which wives are invited, has become an annual affair. Activities started with an appealing buffet at noon, and swimming, golfing and yachting in the afternoon.

Everyone gathered at the club in the evening for refreshment and a dinner-meeting. Entertainment included vocal renditions by Mrs. Patton of the *News Press* and our own Pat Sheeran.

Hosts and hostesses for the meeting were Mr. and Mrs. Roy Smith, of the host club; Mr. and Mrs. Harry Masterson, University Club, Santa Barbara; Mr. and Mrs. Dick Hecker, Santa Barbara Club; and Mr. and Mrs. Joe Schneider, Valley Club of Montecito, Santa Barbara.

Roman Party

(Continued from page 23)

and baked halibut. Clusters of grapes and currants, shading from lavender to violet, were entwined temptingly around golden uprights. Wicker baskets

and copper vessels overflowed with colorful fruit, and wooden trays of assorted nuts-in-the-shell were kept within easy reach of every reveler.

Carrying out the buffet-banquet characteristic of Roman feasts, the Vine Room of the Villa Jardinera Dieu offered further eye-appealing selections: tidbits of beef sirloin marinated and broiled on a skewer; saltimbocca of veal on a bed of risotto; fried scampi of the Adriatic Sea; spinach noodles a la burro, all with appropriate accompanying sauces. As guests helped themselves they were faced with the decision between Greek vegetable salad, Nicoise salad or Neapolitan salad; marinated artichoke hearts, Jardinera; antipasto, pepperoncini; Italian oil cured olives, Cici beans, cucumbers; and individual loaves of garlic toasted Italian bread. Imported Italian cheeses were featured for dessert, including tangerine shells filled with a sweet salad of grapes, Bel Paese, Gorgonzola, and Provolone, Cassata Siciliana and Tortoni.

A fountain of Venus was set up in the dining room and adjacent to this was a pool dotted with lotus blossoms and stocked with Colorado mountain trout, highlighted by a sparkling cascade.

Entertainment featured special per-

formers from a Roman court, including Nubian slave girls. One of the entertainers had a trick horse, and with his lyre and soft ballads delighted guests with a Roman minstrel performance.

At the end of a memorable evening, Caesar's guests bade a fond *Avivederci* to the emperor and to each other. Members already are talking about the club's extravaganza planned for 1961.

Visits Packing House

King Frederick IX of Denmark (in admiral's uniform) is shown inspecting the packing plant in Randers, Denmark, recently where Bauer Danish ham is packed. The ham, which is one



of Denmark's most competitive export products, is cut from lean, grain-fed porkers and is precooked. For more information write Dept. CM, B.N.S. International Sales Corp., 52 Broadway, New York 4.



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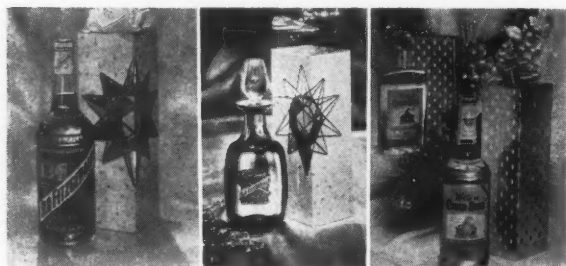
Club Name

Address City Zone ... State

Holiday Wrappings for Club

Again this year CLUB MANAGEMENT presents a roundup of the gift packagings available from beverage and food firms. In states where it is legal, clubs are doing a big business in these gift items during the holiday season—and many of the more popular packages are presented here.

Gift Shops and Counters



Stitzel-Weller announces that both regular fifths and pint Fitz Pocket flasks will be available for the gift season in Luxury Gift Wrap. In the center, the hospitality decanter features classic simplicity of design with a decorative golden band fused on the neck to conceal cork. At right is S-W's Cabin Still in brilliant golden foil gift wrap.



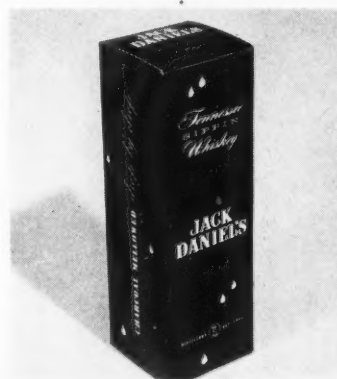
A host of gift items are available from Brown-Forman. At left is the green foil gift wrap for Early Times containing authentic color reproductions of old time locomotives. In the center is the Old Forester gift decanter set on a broad base with fluted fins tapering to a cylindrical body topped by a wide, gold metallized closure. At right, Usher's "Green Stripe" Scotch is packed in a tartan gift-wrap. Other B-F products and imports packaged for the season include Clicquot Champagne, Cruse wines, and Bols liqueur.



For 1960, Canadian Club from Hiram Walker is gift wrapped in gleaming embossed foil featuring names of the 87 lands where Canadian Club is sold. In the center is Walker's deluxe decanter with a slightly concave treatment on its four sides for ease of handling as well as beauty. At right is the foil laminated and heavily embossed carton in the unusual tree design for H-W cordials.



Sexton presents this attractive gift box for the holiday season. Each box contains a Hall china teapot and four cartons of 48 Sherman individual tea bags. Shipping weight is three pounds per box.



This strikingly different gift carton is being used this year by Jack Daniel Distillery to package its Jack Daniel's Black Label bottle.



From Julius Wile Sons comes the new gift decanter for Peter Dawson Scotch. In the center is Bollinger champagne in its own wooden cassoette and at right is the new red and gold gift package de-

Buffet Catering

by Charles Finance

This is a book of which the author, Charles Finance, and the publisher can be justly proud—the author because it represents his years of international experience, displaying his artistic ability in catering as well as photography; the publisher because we are so fortunate as to bring our readers this very beautiful and useful book, sorely needed by the industry. We offer it with confidence, knowing that it will prove a great boon to the catering industry which the author and we so proudly serve.

Step-by-Step Procedures

There are many excellent step-by-step procedures in the book—in photographs fully explained in the text. These are in such detail that even the novice may follow them and feel sure that the result will be satisfactory.

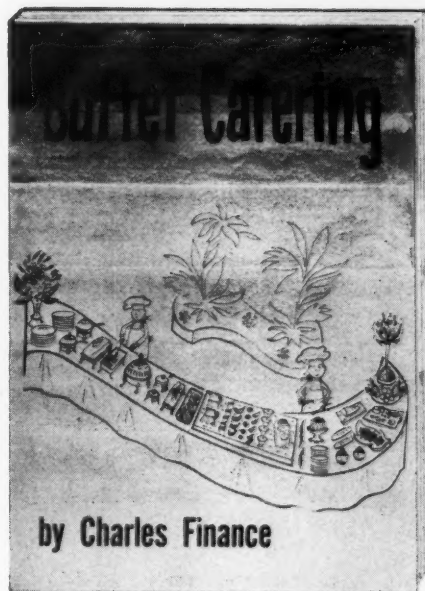
Among these series of illustrations, some with eight or nine in such series, are: Preparation of a Cold Whole Salmon, Preparation of Salmon Mousse, of Salmon Filets, of Lobster, of Cracked Crab, of Galantine of Capon or Turkey. On the latter there are nine illustrations showing the basic preparation and many more showing various platters with different garnishes. The same thing is true of the Preparation of a Suckling Pig and of Chaudfroid of Capon.

There are illustrations of several trays of canapés showing various arrangements, some with center pieces, some without. There are also many illustrations of individual canapés as well as hors d'oeuvres, both hot and cold.

The chapter on decorations shows dozens of ways of beautifying food with the simplest of materials—cucumber and tomato skins; sliced cucumbers; the leaves of leeks, onions, and chives; radishes and olives; a rose made from smoked salmon, and many others.

There is also a section on napkin folding with illustrations.

The chapter on Salads contains 126 salad suggestions and more than 50 illustrations.



The Author

Charles Finance has won a long and distinguished list of awards both in Europe and America. In addition to his work in Europe he has served as Executive Chef at the Balmoral Club, Nassau; for Western Hotels in San Francisco, Palm Springs, and Los Angeles; at the Caribe Hilton the Greenbrier, and the Ridglea Country Club, Fort Worth. He has served as Professor of Culinary Art in the Swiss Hotel School in Lucerne; in schools in Copenhagen, Oslo, and Helsinki; and for the Insular Government in Puerto Rico. He was the first man to lead an American Culinary Team to the Culinary Olympics in Switzerland where his team took top honors. This book offers ample proof of all the "know-how" evidenced by the foregoing.

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signed for B and B. Other J. W. imports for the holiday season include Dry Sack sherry, Benedictine, Deinhard wines, Chason sparkling burgundy, Cateau Ste. Roseline wine and Villa Antinori wine.



From National Biscuit Company comes this fruit cake in a smartly styled cannister available during the holiday season. Finished in gold, black and speckled blue, the reusable fruit cake tins can be used as a cookie cannister, a sewing basket or the top can be used as an attractive wall plaque.



Heidsieck Dry Monopole champagne is available from Van Munching for the holiday season in a special two-bottle gift carton and extra dry splits are elegantly packaged in a large gift carton. Van Munching also is packaging its Queen Anne Scotch and Old Gentry gin for the holidays.



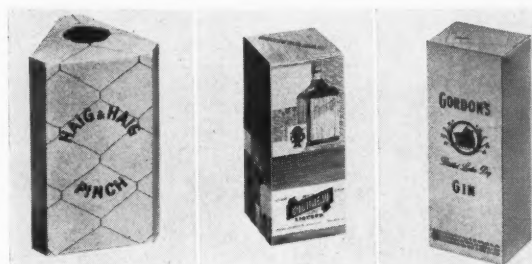
The "bold look" is being featured by Meier's Wine Cellars this year in its gift packaging. Shown here is a carton featuring two-fifths of champagne as well as a carton for individual champagne gifts. Colors are combinations of bright pink and black, charcoal gray and contrasting red, and light green and dark green.



Beefeater Gin from Kobrand is featured in a colorful carton that reproduces the bottle on the front panel. Robertson's Yellow Label Scotch is offered in a handsome yellow carton and Taittinger champagne is presented in a strikingly designed gift box in full color.



A number of Taylor New York State wines are packaged for the holiday season. Included in the distinctive gift array are the lines of sherry, port, rose, champagne and burgundy. Color scheme on the cartons is burgundy, gold and black.



A distinctive gift package marks Haig & Haig Pinch imported by Renfield. In the center is the pre-wrap gift carton for Cointreau, one of 20 liqueurs featured by Renfield. At right is Gordon's Gin in its gift carton. Other Renfield imports packaged for the season include Haig & Haig Five Star, Piper Hiedsieck champagne, King William IV and Remy Martin cognac.



Heublein presents many products for the gift counter including Smirnoff's holiday package, left, which is in a hexagonal shape in colors of royal blue, mauve and gold, and Harvey's Bristol Creme in a package featuring a distinguished old sailing vessel on one side and a reproduction of the Harvey's bottle on another.

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MIXING BOWLS



BAIN MARIES

MEASURES



BUN PANS

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ITEM	NO.	QTS.	PRICE	NO.	QTS.	PRICE
DOUBLE BOILERS <i>Loop Handle Covers Flat Bottom Inserts</i>	3104	4	\$10.80	3216	16	\$25.95
	3106	6	11.90	3221	21	29.20
	3109	9	17.50	3225	25	31.60
	3211	11	20.20	3236	36	54.70
	3214	14	23.85			
MIXING BOWLS	502-A	2	\$2.30	516-A	16	\$10.45
	504-A	4	3.45	522-A	22	13.10
	507-A	7	5.80	548-A	48	27.40
	512-A	12	8.10			
(Also available with handles.)						
BAIN MARIES	2001-A	1	\$1.95	2008-A	8	\$ 5.10
	2002-A	2	2.55	2116-A	16	10.25
	2003-A	3	2.85	2016-A	16	9.75
	2004-A	4	3.45	2024-A	24	12.25
	2007-A	7	4.90	2036-A	36	20.70
MEASURES <i>Featuring Exclusive Internal Bead For Easier Cleaning</i>	1100½	½	\$3.00	1102	2	\$4.60
	1101	1	3.45	1104	4	5.95
(Rimless measures also available.)						
BUN PANS	NO.	SIZE		PRICE		
	1826-B (Closed Bead Wire Reinforced)	17¼" x 25¼" x 1"		\$5.65		
	1826 (Open Bead)	17¼" x 25¼" x 1"		5.65		



Prices slightly
higher
west of the
Rockies.

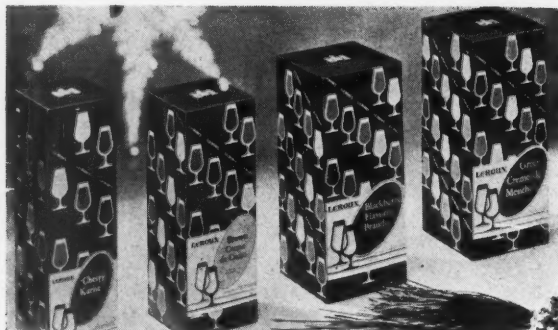


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Four popular Loroux cordials are gift-packaged in bright colors and smart design. They include Creme de Menthe (green), Cherry Karise, Blackberry Flavored Brandy, and Creme de Cacao (brown).



At left is the classic decanter for Seagram's 7 Crown featuring tapering lines and a fluted base with a tapered and fluted glass stopper. At right, sheathed in luxurious royal blue silken finish wraps, Seagram's V.O. gift package is accented by the interwoven red sash encircling the box.



Great Western is offering a special assortment of gift boxes for holiday giving. This year marks Great Western's 100th Christmas. In the photo from the left: the four-fifth quart bottle of champagne; the four-split gift box; and the magnum size gift box.



Three products from National Distillers for the season are the "royal" decanter for Old Grand-Dad, the prewrapped decanter for Old Taylor 86 proof, and the new decanter for Bellows Partners Choice. All three decanters were designed under the supervision of Count Bernadotte of Sweden.

Federal Tax Calendar
for Clubs
 Prepared by Horwath & Horwath

November, 1960

- 15—Withholding tax and Federal Insurance Contributions Act tax: The sum of tax withheld from wages during October, 1960, and employe tax and employer tax under the Federal Insurance Contributions Act for October, 1960, if more than \$100, payable to an authorized depository. Return on Form 450.
 Exempt corporations: Information return on Form 990 due from certain exempt corporations with accounting periods ended June 30, 1960.
- 30—Excise taxes: Tax on membership dues, initiation, transfer, and assessment fees, admissions, and other excise taxes for October, 1960, if more than \$100, payable to an authorized depository. Return on Form 537.

December, 1960

- 16—Withholding tax and Federal Insurance Contributions Act tax: The sum of tax withheld from wages during November, 1960, and employe tax and employer tax under the Federal Insurance Contributions Act for November, 1960, if more than \$100, payable to an authorized depository. Return on Form 450.
 Exempt corporations: Information return on Form 990 due from certain exempt corporations with accounting periods ended July 31, 1960.
- 31—Excise taxes: Tax on membership dues, initiation, transfer, and assessment fees, admissions, and other excise taxes for November, 1960, if more than \$100, payable to an authorized depository. Return on Form 537.



WILLOW BROOK COUNTRY CLUB
 Tyler, Texas

The planned menus at Willow Brook come about in this way: We try out our new food ideas first on the buffets. We again offer them on a daily printed menu, put aside those which seem most successful and present those to members planning parties. These are further distilled in discussions with waiters and the chef and finally we arrive at the menus that are the most popular—and these are printed as our "special menus."—Mary Canfield, manager.

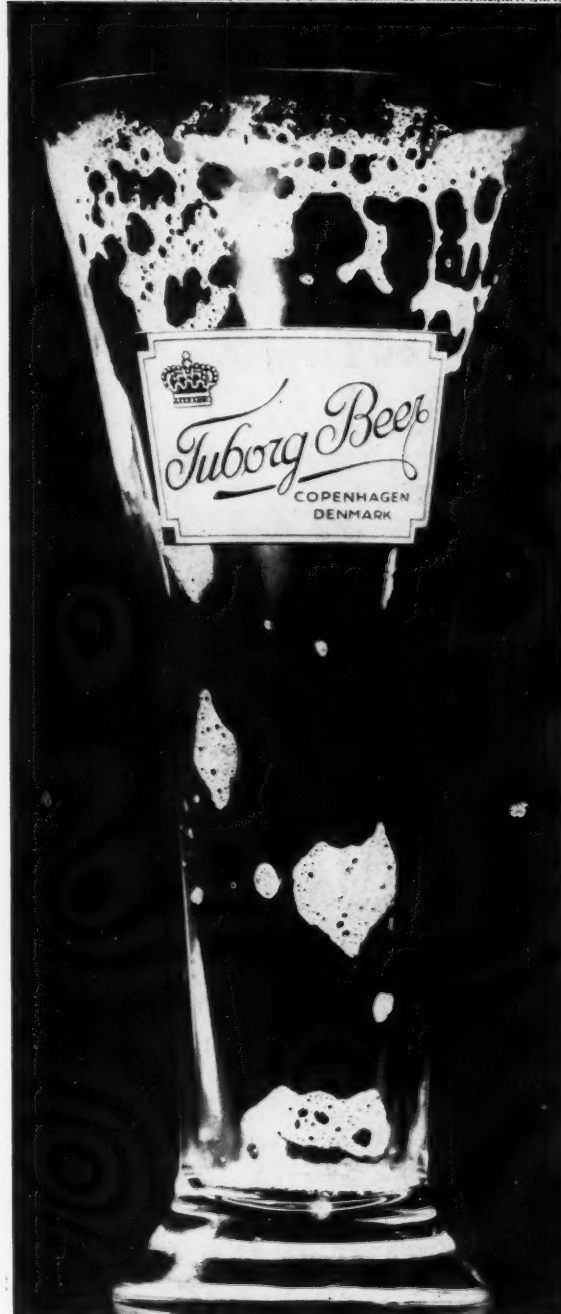
Today's Special Menu

California Salad Bowl	
with Julienne of Ham, Turkey and Cheese	1.50
Charcoal Broil Hamburger de luxe	
special prime ground meat	1.25
Texas Style Breakfast	
Two Eggs any style, with strip bacon, ham,	
and Canadian bacon, toast	1.85
Lobster Tails Darden	3.75
French Fried Shrimp	2.50

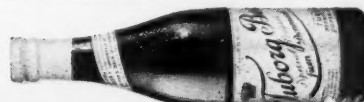
From the Broiler:
 Stockyards Prime Meats

8-oz. Sirloin Strip Minute Steak	3.00
Filet Mignon	3.50-2.75
Sirloin Steak, 10 oz.	3.75

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Sirloin Steak, 12 oz.	4.25
T-Bone Steaks	3.50-4.00
Roast Prime Ribs of Beef	3.50
English Lamb Chops, with Jelly	3.75

And

Special Double Sirloin Stockyards Prime Steak, enough for two people	7.75
The above with baked potato and tossed green salad	

Tea or Coffee

Ask for the Dessert Cart Specialties

No Substitutions

Bon Appetit

Today's Planned Luncheons

Appetizers

Vichyssoise Demi—Consomme—Tomato Juice

Salads

Tossed Green Heart of Lettuce

Entrees

Chicken Salad Plate	2.25
with fruit in season	
Palmsetta Shrimp Salad	2.25
cold vegetables	
Southern Fried Chicken	2.50
broiled peach half Camfilo	
Chicken Livers Saute Set	2.50
with apples Cipango	
Broiled Sirloin Steak A La Minute	3.00
Rib Eye Steak, 12 oz.	3.75
Lobster Tails, Darden	3.75
Breast of Chicken Hawaiian	2.50

Vegetables

Green Beans—Shoe String Potatoes

Desserts

Choice of Ice Cream or Sherbet

Beverages

Coffee—Tea

Ask for the Dessert Cart

Bon Appetit

Today's Special Planned Menu

Appetizers

Consomme—Vichyssoise

Tomato Juice—Vegetable Juice—Soup du Jour Demi

Filet Mignon	
onion rings	2.75
Half Chicken (Broiled or Fried)	
spiced peach	2.50
New York Prime Sirloin Strip	
onion rings	3.00
New Orleans Shrimp Platter	
with hot slaw	2.50
Colorado Rainbow Trout	
almond butter	2.50
Italian Dinner	
with real Italian sauce	2.25
Crab Louie	
a la Cordova	2.75
Country Style Veal Cutlets	
(two)	1.75
Chicken A La King En Nest	1.75

Salads

Tossed Green—Grapefruit and Avocado—Head Lettuce

Vegetables

Long Branch Green Beans—Baked Potato

Desserts

Sherbet—Ice Cream

Ask For The Dessert Cart Special Assortment (35c)
Bon Appetit

UNIVERSITY CLUB

Portland, Oregon

Appetizers & Cocktails:		Crabmeat Cocktail	65
Chilled Juices	20	Shrimp Cocktail	65
Fruit Cocktail	25	Oyster Cocktail	85
Seafood Cocktail	65		
2.00 Luncheon Steak		2.00	
Choice of Soup			
Broiled New York Cut Sirloin			
Whipped Potatoes		Buttered Asparagus Spears	
		Beverage	
Chef's Choice Today and Every Monday		\$1.25	
(Includes Soup and Beverage)			
Beefsteak Swiss Style			
Whipped Potatoes		Sweet Garden Peas	
Egg Salad Sandwich with Crisp Chopped Bacon,			
Shoestring Potatoes and Beverage		1.00	
Chicken Giblet Fricassee with White Rice and			
Beverage		1.10	
Soups:	Hot Consomme	French Onion	
Salads:	Cottage Cheese	Tossed Green	Green Goddess
Entrees:	(Include Soup or Salad and Beverage)		
Grilled Calves Liver with Fried Onions, Long Branch			
Potatoes and Asparagus Spears		1.50	
Breaded Pork Cutlet with Spiced Peach Garni,			
Whipped Potatoes and Sweet Garden Peas		1.40	
Barbecued Spare Ribs with Spiced Crabapple and			
Long Grain White Rice		1.25	
Cold Buffet: (Includes Soup and Beverage)			
Sliced Cold Roast Beef on Rye Toast, Horseradish			
Sauce and Shoestring Potatoes		1.35	
Clubhouse Sandwich with Potato Salad		1.35	
Shrimp Salad a la Louis, Hard Boiled Egg and			
Tomato Slice		1.35	
Chicken and Calavo Salad, Hard Boiled Egg and			
Tomato Slice		1.35	
Desserts:		Cheeses:	
Apple Pie	25	Camembert	50
Peach Pie	25	Liederkranz	50
Jello, Whipped Cream	25	Roquefort	50
Parfaits	50	Cheddar	40
Sundaes	30	Swiss	40
Sherbet	15	Edam	40
Ice Cream	15	Cream	40

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CLUB MANAGEMENT

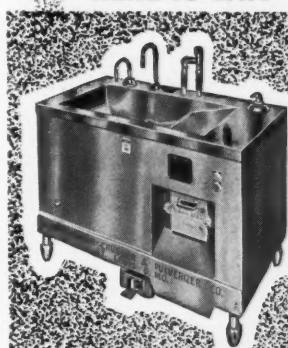
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WILE	WILE	WILE	WILE	WILE	WILE
WILE	WILE	WILE	WILE	WILE	WILE

Is There An Ice Rink In Your Future?

(Continued from page 34)

supervision the rink can be operated at a break-even point financially.

However, let's review the cost of installation, the cost of equipment, the manpower to operate it and the labor involved to maintain our rink and see if there could be an ice rink in the future of your club.

Our portable rink cost \$84,000 installed. This included the rink, cooling unit, pipe connections between unit and rink and for water, which in our case was considerable because the cooling unit had to be located near our air conditioning tower, more than one hundred yards from the location of our rink. Incidentally, a cooling tower is a must for economical operation; otherwise the water bills would be very high. The tower recirculates the water used in our coolers.

Our electric bills for running the entire operation last year averaged \$800 a month, or \$30 for each operational day. This can be shaved somewhat with more judicious use of the cooling unit. This year, for example, when weather permits we will turn off the unit to save on power and on the build-up of ice.

It requires a crew of three with a payroll of \$1100 a month to operate our rink. We bring in one man at 7 a.m. each day to get the rink in shape. Later the other two men report. A man must be assigned to the entrance when large groups are using the rink to see that members sign the registration book. We charge 25 cents for children under 12; 50 cents for those over 12. We have a guest charge of \$1 per person. When special trouble develops, such as a snow storm, we call in our grounds crew and find that it takes less than two hours to make the rink ready for use.

Equipment required for maintaining our rink includes a four-wheel-drive \$2800 Jeep complete with a front lift six-foot blade for snow and a brush for removing fine snow and ice cut up by skating for \$800. A snow catcher at \$105 is a good investment. We find we also need several hand scrapers at \$40 to \$45 each. In addition a planer of at least 57 inches is a necessity. We use a drag type which cost \$800. There are electric models which are more expensive.

When installing a rink it is suggested that you give serious thought as to whether you prefer a portable type such as the one we installed, or a permanent rink. A permanent installation will cost a few thousand more, but in the long

run will save you money. It costs about \$1000 to put up and take down our rink and another \$1500 to replace sod ruined by the operation. In addition, maintaining a permanent rink is easier and the operation is better.

For example, it takes three men about eight days to position and get our rink assembled for freezing. It takes another week for a crew of four to freeze ice thick enough for skating.

It is of the utmost importance to install a ring on level ground. We used a portion of our polo field, which was one of the reasons we selected a portable rink. We ran into a bit of a grass problem this spring when we took up the rink, but resodding made the surface as good as before.

Our operating record for the past season was good. During December we used the rink 23 days with four days off because of rain. In January members skated 21 days with five days off. In February we had 16 operational days with nine days off because of snow. Our equipment is guaranteed to provide ice suitable for skating in temperatures up to 55 degrees and 50 per cent humidity.

Weather does present a problem in the operation of a rink and when installing one, you should determine whether you want one that can be used for the most skating, or one that is

exposed and gives the feeling of being outdoors. To make the most use of a rink you should have all or at least part of the ice covered to protect skaters from rain and snow.

Following installation of our rink we employed a local figure skating professional to provide a series of classes for members and their families in order to create as much interest as possible. If you follow this plan be sure you hire a pro who has had experience and is good at handling large groups. Some pros work only with individuals and fail to organize and take charge when working with groups.

One of our most attractive features is the maintenance of a series of log fires around the skating rink both during the day and at night. To increase use of the rink at night we installed lights. A warming room where members can change skates, combined with a simple snack bar, is necessary to make this operation a success.

Is our rink a success? As mentioned previously I feel that this year we will be able to operate it on a break-even policy. Aside from that, however, in my opinion next to the swimming pool the ice skating rink was the best thing ever done by our club to encourage club participation by members of all ages. ■ ■

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Shown above is a Type C Thermotainer. Capacity is eighteen 12" x 20" x 2" pans. Installation by S. J. Caspar Co., Milwaukee, Wis.

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From the viewpoint of Smith Bros. prize-winning kitchen, too, Thermotainers are invaluable. Chefs can prepare well in advance for large parties and store these fragile, hard-to-keep food specialties perfectly. Ranges, ovens and cooking utensils are never overburdened because food production can continue at an even pace all day.

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FOOD TOPICS



by Harry Fawcett

Food Costs

One of the readers of this series wrote me the other day for information as to publications that covered the subjects of food pricing, menu planning, and food and liquor controls.

I told him, of course, that Horwath and Horwath had in its monthly bulletins touched on these subjects and in fact, I then wrote my old friend Ernest Horwath and asked Ernest to have some of his young men send some bulletins to my correspondent. I know they will be glad to do so.

My own book, published a few years back, gives many helpful hints to managers or embryo managers but I do not know of any complete book on this subject unless we give credit to *Business Management, Hotels, Motels & Restaurants* written by Don Lundberg

of Florida State University and in which he was assisted by C. Vernon Kane, one of the Horwath and Horwath staff.

The chapter of their book headed, "Controlling Food Costs" and the chapters which succeed that will be of benefit to anyone who needs instruction or assistance on these related subjects.

When I broke into the business many years ago it was common to predicate restaurant selling prices on the three times factor. If the steak cost you \$1, you sold it for \$3. I think perhaps a great many of the old-time food operations, whether clubs, hotels, or plain restaurants, followed that for many years. In the days of low food prices, low labor costs, and low costs generally, this was good enough and usually a profit could be expected.

Later years, and particularly recent years, have upset all the old standards. In my own club, eight to ten years ago, with a volume of business running in excess of \$1500 per day, we could make a profit on a food cost of 45 per cent and did.

Not so today! Labor and other costs have increased so that it is almost impossible to break even on that percentage. It is a dangerous practice for anyone to predicate menu selling prices on their food costs alone. The related costs are important: labor of serving; labor of cleaning; renewals of crockery, glass, linens; renewals of tables and chairs, window drapes; and gratis items such as matches, cocktail napkins, toothpicks, saccharin, flowers, candles. All these items have increased so much in recent years that to my way of thinking, before establishing any menu prices, you must first establish your other costs. I mean by this that if you have been able to operate on a 45 per cent food cost with a labor cost of 30 per cent—these figures are not typical of mine or any other restaurant (they are simply illustrations for this article)—then your overhead, without thought of profit, cannot exceed 25 per cent of the selling price.

If your expenses other than food and labor exceed 25 per cent, yours is an establishment that cannot break even on a 45 per cent food cost and natural-

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ly in order to achieve a break-even result will have to go to a food cost basis which will absorb the difference. This is as simple as A - B - C. You and your auditor can examine your costs and once you have established them you have ammunition with which to confront your house committee.

In the old days, a restaurant loss was not considered too serious because of profits from liquor. Liquor prices have now zoomed to the point where the old fabulous profits in that department are not obtained. While this is blamed by the liquor industry on taxes and no doubt with justification, the fact still remains that you cannot in all cases rely on liquor profits to carry your restaurant loss.

Each club has different standards as to service, size of portions, number of employes, hours, etc., and therefore must evaluate its own costs to determine overhead after which it should be very simple for any manager to say whether his selling prices are to be marked up to bring a food cost of 40, 45, 50, or whatever the right amount should be.

One thing I counsel is do some research on this subject, know your costs and then you will be able to sit down with your committee and justify raises in prices to break you even, provided you have also kept statistics as to the

volume of your business while you were assembling the costs.

With this information to present to a committee, you can expect helpful support from them, and in most cases will receive it.

Right at this moment, at the Kansas City Club, we calculate our banquet or what you might call party menus, on a 40 per cent food cost. Our department assembles the cost per person of the items making up the menu. We add ten per cent to that total for kitchen costs and we multiply that total by two and one half to get a selling price. From time to time on our regular menus we follow the same procedure, multiplying the total cost of any item by 222 which gives us a 45 per cent food cost. It is obvious from the foregoing, that if your costs are reasonable enough to permit you to operate at a 50 per cent food cost, you would multiply the cost of your menu items plus the ten per cent added for kitchen, by two. That selling price would then give you 50 per cent cost.

I know there are a lot of managers who will say that this is purely academic but you would be surprised how many men in the business today still do not know the simple steps required to establish food cost and selling prices.

In closing, let me remind you that

no set percentages which I may arrive at for my club will turn out to be the correct ones for your club unless you have taken all the factors into consideration which make your own institution different from ours. I am not going into other details as to the 101 factors which enter into food costs, purchasing, size of portions, etc. This article was written only to answer a plea for some information on menu pricing and food costs. ■ ■

Chef's Salad



This appetizing chef's salad features plenty of crisp water cress in a bed of torn lettuce. Julienne of turkey, tongue, ham, Swiss and Cheddar cheese, together with tomato wedges and radish are combined with Italian dressing. For variation add a scoop of cottage cheese or a topping of sour cream. Photo, courtesy Dennis Water Cress, Inc.

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WINE Pressings



by Henry O. Barbour

The Wines of California—III

(Discussion in June and July concerned the history of premium wines in the Golden State, of which 19 million gallons were produced in 1959. The past three "Pressings" have been concerned with controls for maximum profits. Meanwhile, back at the ranch.)

Premium wine making in California prospered until 1918, when the senseless experiment of Prohibition stopped the sale of wines except for sacramental and medical purposes. Many of today's well-known firms were able to retain a measure of their skill and keep alive a portion of their vineyards by this production—and by the growing of grapes for sale across the country to bathtub wine makers.

The story of these difficult times is well developed in the novel and the film *This Land is Mine*, commissioned by the wine growers themselves and laid in the Inland Valley and in the North Coast premium wine regions.

Problems

The end of "The Noble Experiment" in December, 1933, found much of the premium wine production acreage in poor condition with the vines either dead or sorely in need of attention. Many vineyards needed complete replanting. A combination of scarcity of cuttings and the four years required by a grape vine before it bears grapes, plus the necessary aging of the wines

for several years severely limited the amounts of premium table wines offered for sale until after World War II.

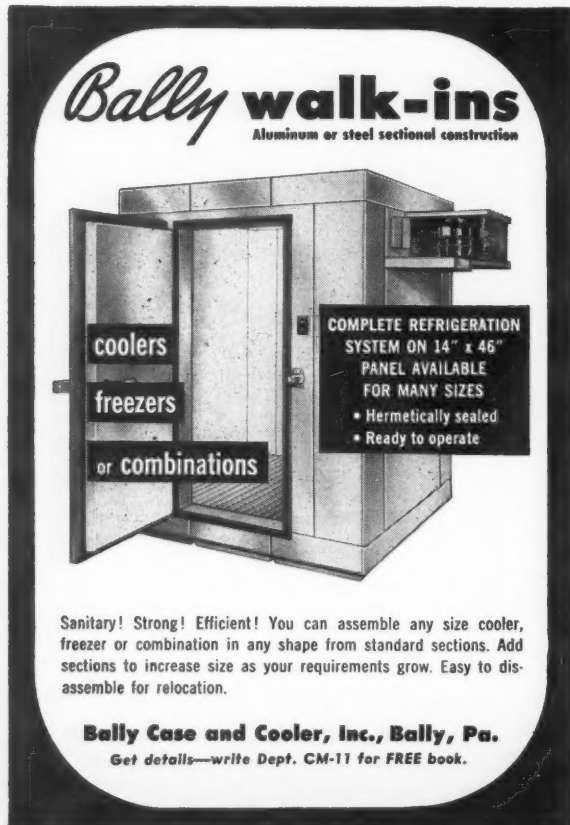
The average poor quality of the wines that were available has had much to do with the lack of appreciation for California wines still encountered in many quarters. For 11 years the bulk of California wines came from the warm interior valleys, producers of large quantities of undistinguished wines.

Lacking wine grapes, producers frequently had to crush table grapes (whose production increased during Prohibition), raisin grapes, rejects, or even raisins to get enough juice to meet the demands of a wine-thirsty public. The resulting product was rushed into a bottle without any significant aging period, and left a bad taste in the consumer's mouth, both literally and figuratively. (Even today, unfortunately, some raisin and table grapes are pressed for wine.)

New Generation

The producers have had to wait for a new generation of consumers to "live down" the harm caused by the greed of a few irresponsible producers in the late '30s.

Marketing channels also needed reestablishments to permit the premium



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wines to flow to the consumers as premium wines, not merely as the characterizing ingredients of a California claret or sauterne. It was only after 1945 that *varietal* wines from California appeared in warehouses of wholesalers.

Generic versus Varietal

California wine types can be divided into two principal classes:

1. *Generic*: of a general type.

Burgundy, Sauterne, Claret, Rhine are names indicating (supposedly) a general type of wine, with similar characteristics to wines produced in these geographical regions of Europe.

In European countries, in order for a wine to be called by a specific place name, Burgundy for instance, it is necessary that it not only be produced in the indicated area, but that it be crushed from specific grapes—Pinot Noir and Pinot Gris in this example. As soil, climate and handling have almost as much to do with a wine's quality as the kind of grape, it is obviously impossible to produce a *true* Burgundy wine at any other place on this globe than on the Cote d'Or in east central France.

Wine produced in the Napa Valley of California, even from Pinot Noir grapes, is not, and can never be, a

Burgundy wine. It will be most pleasant, and frequently excellent, but it is not a Burgundy wine!

2. *Varietal*: after a variety of grape.

More and more of the quality wine producers of California are calling their fine wines by their *varietal* (grape) names: Cabernet Sauvignon; Pinot Blanc; Grenache; Grignolino; Riesling; etc. To qualify for this appellation, at least 51 per cent of the wine must be produced from that grape and must, in addition, possess the distinctive flavor, color and aroma of the namesake grape. To be successful, these basic characteristics must be pleasing and easily recognized by the layman.

Certainly there is also a place for blended, premium quality wines, preferably carrying typical California names. It is our belief that these names should gradually supplant the affected Burgundy, Claret and Chianti names now used. The public is ready for it—evidence galore is available in "flavored-wines" where "Thunderbird", "Silver Satin", "White Bouquet", "Tiger 186", "Gypsy Rose", "Arppiba", etc., have been accepted enthusiastically!

• • •

This month's merchandizer: This year much is being made in both men's and women's fashions of vintage colors:

Witness the eight pages of colored pictures on men's fashions in the October Esquire. These grape-inspired colors could inspire the next ladies luncheon-fashion show occasion into a combination wine tasting-fashion show. Show a few vintage colored clarets, then pour a wine or two, with a commentator for each—pleasure for the eyes and the palate! ■ ■

Veal Recipe

From the National Biscuit Company comes this recipe which makes four servings:

Stuffed Veal Rolls

- 1 ¼ lbs. veal steak, ½" thick (4 pieces)
- ¼ cup butter or margarine
- 1 small onion, chopped
- 1 cup coarsely chopped dill pickles
- 1 In-Er-Seal Packet Premium Saltine Crackers crushed
- ½ cup liquid from dill pickles
- ¼ teaspoon pepper
- 2 eggs, beaten

Flatten veal ¼" thick. Saute onion in butter or margarine. Stir in next five ingredients. Place large spoonful of stuffing on each piece of veal. Roll and secure with toothpicks, if necessary. Place in covered baking dish and bake in moderate oven (350° F.) 1½ hours. Serve with cheese sauce.

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Survey Shows Country Clubs Battle High Costs

The nation's country clubs are suffering from the high cost of living right now just as much as Mr. John Q. Public.

According to the 11th annual study of country club operations prepared by Horwath & Horwath, accountants and consultants, only the large country clubs had dues available for members' equity in 1959, but, in comparison with 1958, only the small clubs showed an improvement in operating.

The 52 clubs located near 38 principal cities supplying operating data for the study were divided into the following groups: 11 small country clubs, each with membership dues income of under \$100,000; 27 medium-sized country clubs, each with membership dues income of between \$100,-

000 and \$200,000 (including regular assessments in five clubs); 12 large country clubs, each with membership dues income of between \$200,000 and \$400,000 (including regular assessments in four clubs); and 2 very large country clubs, each with membership dues income of over \$400,000.

Net operating costs were higher in 1959 in all three groups of clubs. Thus, both the medium-sized and large country clubs had smaller amounts of dues available for depreciation, as total fixed charges rose in the same proportion as total dues and assessment income in the medium-sized clubs and in an even greater proportion in the large clubs. Only the small clubs had a decrease in fixed charges and thus made a better showing than in 1959. Nevertheless,

the large country clubs had 13.0% of dues available for depreciation in 1959, while the medium-sized clubs had only 4.8% of dues available for depreciation, and the small clubs had 4.4%.

The average depreciation charges were higher than in 1958 in both the small and medium-sized clubs but lower in the large clubs. Rehabilitation expenditures and/or reserves were down sharply in all three groups of country clubs, but after adjustment for the heavy rehabilitation and improvement programs in several of the clubs, only the small clubs showed a considerable drop in the average ratios to dues.

Thirteen clubs reported increases in the annual dues per regular member over the preceding year, while ten of the clubs raised the initiation or

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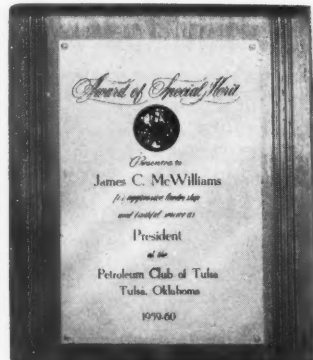
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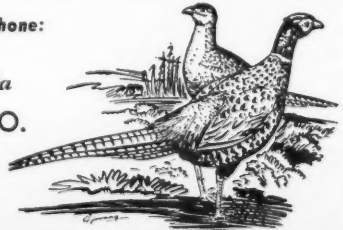
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entrance fees charged to regular members.

In both the large and the medium-sized clubs, total payroll rose in even greater proportion than total income, including dues and assessments, while in the small clubs the increase in total income effected a decrease from 1958 in the average ratio of total club payroll total income.

Moreover, in 1959, payroll represented only 37.5% of total income in the small country clubs, in contrast to 39.7% in the medium-sized clubs and 40.0% in the large clubs. The low payroll ratios of the small clubs resulted in the highest departmental profits and, consequently, in the lowest net cost of clubhouse operations. Although the small clubs also had the highest restaurant profits, as measured both in ratio to total dues income and to total food and beverage sales, this group was the only one to record a decrease in restaurant profits from the preceding year.

Increases in the beverage cost per dollar sale and the restaurant departmental payrolls over 1958 more than offset a reduction in the food cost per dollar sale in the small clubs. The restaurant departmental profits of the medium-sized clubs showed an improvement in ratio to dues but no change from 1958 in the ratio to total food and beverage sales. There were rises in both the food cost per dollar sale and the ratio of departmental payroll to sales but a reduction in the beverage cost per dollar sale of this group. The departmental profits of the large clubs were better in 1959 because of decreases in both food and beverage costs per dollar sale and the ratio of the departmental payroll to total food and beverage sales.

While, in ratio to total dues income, the small clubs naturally had the highest food, beverage and total sales and other income, the medium-sized clubs had the highest average sales per member.

The gross maintenance cost of golf

courses and grounds was higher than in 1958 in all three groups of country clubs. In ratio to total dues income, the gross maintenance cost in 1959 was 43.9% in the small clubs, 38.0% in the medium-sized clubs and 26.4% in the large clubs, compared with 43.4%, 37.1% and 25.2%, respectively, in the preceding year. Although the small clubs spent the biggest portion of their dues dollar on these expenses, the cost per hole was highest in the large clubs.

The gross maintenance cost of the large clubs was \$3,226 per golf course hole, a rise of \$404 or 14% over 1958; the maintenance cost of the medium-sized clubs was \$2,751 per hole, an increase of \$161 or 6%; and that of the small clubs was \$1,861, up \$114 or 7%.

■ *Editor's Note: Any questions on this survey should be referred to Horwath & Horwath, 41 E. 42nd St., New York 17.*

New Distributors

Officials of the wine and spirits division of Canada Dry are shown at a kick-off meeting held recently with Valley Wholesale Liquor Co., newly appointed Canada Dry distributors in the Memphis, Tenn., area.



From the left: C. O. Paulson, district manager for Canada Dry; Ed Corbett, Valley Wholesale; A. P. LaPorte, general sales manager, Canada Dry; George Hart, co-owner, Valley Wholesale; George Wanek, southern division manager, Canada Dry; Rosser Hart, co-owner, Valley Wholesale; and Herb Beck and George Alley, Valley Wholesale.

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NAMES IN THE NEWS

Arthur F. Murphy has been promoted to national sales manager for Seagram's 7 Crown. Mr. Murphy, who joined Seagrams in 1946, was the company's assistant eastern division manager prior to his promotion.

Charles J. Higgins has been promoted to district sales manager for institutional products, it has been announced by the Wesson Division of Hunt Foods and Industries. Mr. Higgins, for the past five years territory manager for the Metropolitan New York-New Jersey area, will be in charge of the Philadelphia district which includes New Jersey and eastern Pennsylvania.

Richard W. Kernan has been promoted to district sales manager in the

institutional department of Wesson Oil. Mr. Kernan will head the St. Louis district, working out of Midwestern region headquarters in Chicago. He joined Wesson as a salesman and moves to his new position from Rochester where he has been territory manager for institutional products.

Peter McDonnell has been named national club and hotel representative for National Distillers Products Co. In this capacity he will work with William Westphal who recently assumed the added responsibility as chairman of the Distillers Hospitality Committee.



For the past 15 years Mr. McDonnell was a partner in a New York liquor distributing company specializing in selling to clubs, hotels and restaurants.

H. T. "Tommy" Glisson has been promoted to the position of southwestern divisional manager for Hiram Walker Inc. Mr. Glisson, who joined the company as a sales representative and whose former position was that of district manager for Louisiana, will supervise the marketing of Hiram Walker brands in Louisiana, Arkansas, Texas, New Mexico and Colorado.

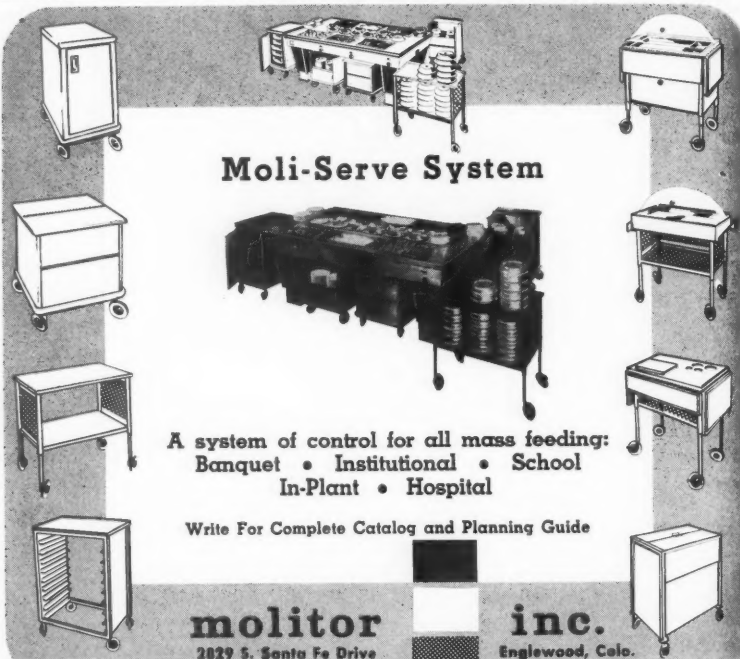
Harry Kaiser of West Palm Beach, Fla., has been appointed regional sales manager for Bally walk-in coolers and freezers throughout the states of Florida and Georgia. Mr. Kaiser has had more than 25 years experience in refrigeration selling.

Bernard Freed has been advanced from assistant Metro New York sales manager to Metro New York sales manager for Seagram-Distillers Co. Mr. Freed joined Seagrams in 1948 as a market analyst, was promoted to assistant state manager for Massachusetts in 1956 and last year became Metro New York assistant manager.

Walter Niehoff, vice president of Browne-Vintners Co., has been appointed national sales manager for White Horse Scotch. In addition to his new duties, Mr. Niehoff will continue to supervise sales of Browne-Vintners' products in the 17 monopoly states.

Charles Banks has been appointed sales representative for Walker China Co., for the metropolitan Chicago and Milwaukee areas. Mr. Banks has been selling tableware for many years.

Richard W. Lyle has been named advertising manager for R. P. Adams Co., Buffalo swimming pool filter manufac-



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turer. Mr. Lyle was formerly with the advertising agency of Ketchum, MacLeod and Grove, Pittsburgh. Adams also announced the appointment of Roland D. Baker as sales manager of the heat exchanger division.

Post Holiday

(Continued from page 25)

entertainment at the dinner.

N.Y.A.C. Indoor Games

March 13 the N.Y.A.C. held its annual Indoor Games in Madison Square Garden in which the world's outstanding athletes are invited to compete each year. Approximately 16,000 people witnessed the games at the garden. Before the event the 24 floors of the clubhouse were filled to capacity with cocktail parties, dinners, etc. More than 1500 enjoyed the facilities of the club before going to Madison Square Garden. After the games, the club refilled with members and their guests with dancing and gaiety into the wee hours.

Sunday Afternoon Interludes

Filling our newly decorated ninth floor lounge to overflowing was the January Interlude, a "rocking chair" trip to South Africa. The club's February Interlude, "Vincent Youman's Day", was in commemoration of the late, beloved American composer and former club member. This included an entire program of Vincent Youman's melodies sung by famous stars of concert, opera and musical comedy.

St. Patrick's Day Party

Our traditional St. Patrick's Day Party is held in the main dining room and is always one of the most popular parties of the year. The entire decor of the room is changed to look like the breath of Old Erin, with a special Irish menu, and special Irish entertainment.

Luncheon-Bridge & Fashion Show

Mid-winter and spring finery were on display at the Luncheon-Bridge & Fashion Show staged by the famous Hannah Troy, February 9. The N.Y.A.C. ladies and their guests filled the ninth floor lounge and card room to capacity. Elegance and luxury were on display throughout the showing as the female members took over the club for the day.

"Beefsteak" Party

Ten gallon hats and six shooters are not only for youngsters; adults, too, get into the act. On February 27 a Wild West Beefsteak Party was held in the dining room. Cowboys and their "mar'ns" attended. The club provided aprons and hats to keep the theme right and proper with the checkered tablecloths. There was singin' and dancin' until after 1 a.m. All folks (about 650) were requested to check their shootin' irons at the door. More than 650 attended the gala affair.

Flower Show

Arrangements were made to have a NYAC Day at the Flower Show held in the Coliseum. Five hundred of our female members had a special luncheon at the club the day of the show as the

Coliseum is only half a block from the club.

In addition to these special events, each Tuesday night the club shows a topnotch movie on the new stereocinemascope screen in the gymnasium.

It is always a challenge to provide diversified enough parties for such a large membership, to keep looking and planning ahead. However, it means additional revenue in the dining and beverage departments. We feel that keeping our mid-winter social season at the N.Y.A.C. an especially active one has prevented the normal post-holiday season slack period. This means profit in dollars and in member-interest. ■ ■

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Labor Day Events

(Continued from page 26)

putting up \$.50 to receive \$1 if his tee shot hits #7 green, men only.

At 3:15 p.m. there was a nine-hole golf timing exhibition for men, no charge. (This was an interesting event in which men were placed out on nine holes of the golf course at strategic intervals. On the first tee a person hit the ball. The second person already in position down the fairway picked up the shot. The third person was waiting to pitch it up and putt it on the green, walk over and hit it off the next tee to where a person was waiting down the fairway, and so on.) It was a race against time, that which it took the ball to travel around the nine manned-holes.

From 5 to 6 p.m. there was a driving contest on the 18th fairway and from 5:30 to 6:30 p.m. there were sand shots to the 18th green.

All arrangements were made at the pro shop and the golf committee handled the details.

The tennis committee decided on holding round-robin doubles from 1:30 to 6 p.m., giving away four trophies to the winners. The committee acted as officials during the afternoon. They also introduced several professional tennis players who were of championship rank in the state and who gave an exhibition. This drew a large crowd.

The swimming pool committee planned a beautiful water ballet which was held after dark in the club pool. And, of course, the pool was in use all day.

On the food side, we barbequed two 4-H champion steers on an outdoor pit and kept up a regular supply of soft drinks, hot dogs and hamburgers continuously from 2 to 9 p.m. Everything was served outdoors on the patio; inside club dining facilities were closed.

Entertainment Idea

We planned entertainment like a

three-ring circus with something going on all the time. There was a professional team on a unicycle near the pool that also did juggling and skating. High school students made up a circus band, playing regularly throughout the afternoon and early evening with breaks of 30-45 minutes between sessions. During breaks circus records were played over the PA system to keep up enthusiasm.

This year we added other professional acts. We scheduled some performers who did stunts on poles and ladders, and we also used a sensational juggler for the children. The chimpanzee "Cheeta" who appeared in some of the Tarzan movies was on the rundown of events, much to the delight of the children . . . and the grownups.

Our theory on entertainment was to put on as much as possible so no one could do or see everything. It prevented long gaps between events, when people normally decided to go home. If we had something going on for children, the parents couldn't go home because the kids wanted to watch. On the other hand, if we had a golf, tennis, or swimming event coming up, the parents wanted to see it and even if the kids didn't want to go home, the family stayed.

People could spend as much or as little as they wanted. They purchased ten-cent paper tickets by signing for them on a club chit. Signing for meals, however, was done in the usual manner.

A tremendous amount of work and planning goes into such an event, and it takes a lot of organization to keep people on the job to make certain everything goes along smoothly.

The Results

What did we accomplish? We put more people on the golf course that one day than at any other time in the history of the club. More members played and enjoyed tennis than ever before. The swimming pool was active during the entire day. We served more

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meals, more hot dogs, more soft drinks and hamburgers than ever in the history of the club at any single event. There were 1000 members at the club all day. We not only paid expenses of all the professional acts and costs of material used, but turned in a profit for the club around \$500 or \$600.

A word of caution: Last year's Labor Day came on September 7th. Although it usually is a reliable clear day, this one proved to be threatening. Children were not out of school until 2:30 or 3:30 in the afternoon, which greatly shortened the day and caused some problems. Such an event should be scheduled *before* school starts.

Absolute follow-up on plans is needed to make certain everybody does his job or you may wind up suddenly without tents or other essential items.

Some items of interest: You can rely on club members to offer a certain number of things you need. For example, at our event one of the members was able to furnish a 35-foot flat-bed truck which we parked next to the swimming pool. By placing cloth around the bottom of it, we made an adequate stage for the professional acts.

Rain is always a problem for an outdoor event. We secured a large highway trailer, moved all the furniture in the club into the truck for the day. In this way, if it should rain, members can move inside the club and professional acts can continue.

Prior planning is a must to secure talent far enough in advance for an event of this size. It certainly pays to work through professional booking agencies to get the right kind of talent. Local talent was used in many of the side shows which gave the day a personal touch. Actually members enjoyed the local talent as much as the professional.

We have never been able to secure a ferris wheel or merry-go-round for a one-day stand, but we feel it would help a lot to create a general circus atmosphere if a club could swing it.

We've thought about using helicopters to take members for rides over the club grounds. This is something we're still working on as we do not have any locally based equipment of this nature.

As an ending to the day we always schedule an evening fireworks display. This has great appeal for children. The fact that this is an annual club event keeps up perpetual interest too.

I recall a 12-year-old boy telling me several months before our second such affair that he already was saving his money and looking forward to the Labor Day party. If you have the children interested, the parents will be there too. It's a big party to get *everyone* in the swing of the fall activity schedule. ■ ■

Mixed Drink Contest

Bartenders throughout the country, including many at private clubs, are now entered in the fifth annual national mixed drink competition sponsored by the Early Times Distillery Co., Louisville, Ky., and conducted under the auspices of the American Society of Bar Masters.

Professional bartenders may submit original mixed drink recipes, containing any combination of any potables. The drinks are impartially judged on the basis of creativity, originality, taste appeal and other such criteria.

The prize awaiting the creator of the grand national mixed drink of the year is an all-expense-paid vacation for two to Mexico City.

Sign Agreement

A new long-term agreement between the Heineken's Breweries, Ltd. and its exclusive U. S. importer, Van Munching & Co. of New York, was signed recently, continuing a relationship established in 1933. Van Munching announced that increased national advertising and promotion is planned.

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Sukiyaki Party Makes Good Cold-Weather Event

By Roy M. Neil, Jr., Manager
Princess Anne Country Club
Virginia Beach, Virginia

"If our printer had Japanese characters in his type box, we'd put them right here." That was our way of introducing our Sukiyaki Party to members in the monthly bulletin. The notice went on to give all pertinent information concerning the event, from the bring-your-own-sake cocktails to the \$3.75-per-person tariff, which included dinner, set-ups, tax, music and tip.

A Sukiyaki Party is a good cold-weather event with the main activities of the evening centered around a fireplace to lend a cozy atmosphere.

We set up a U-shaped buffet table in front of the living room fireplace and served Japanese beef sukiyaki cooked on charcoal hibachis. Our local Chinese restaurant supplied us with their home-grown bamboo shoots and the rest of the oriental vegetables were obtained from a local grocery house. Purely for "show" our chef added the raw Julienne beef to the simmering vegetables as members watched. The sukiyaki in reality had been prepared in the kitchen and merely was warmed up on the hibachi.

In the dining room we used banquet tables with the legs collapsed to give the effect of the low Japanese tables. We had requested in the announcement that each member bring his own pillow. It was easy to see people falling into

the spirit of the evening as postures became less rigid.

Beginning at 6:30 p.m. we had the bring-your-own-sake cocktails (a custom made necessary in our barless state) for which we provided the set-ups at the tables. Waiters passed

Chef Kurt Staerker of Princess Anne Country Club, with the help of another staff member, serves some of the Japanese beef sukiyaki to members. The sukiyaki had been prepared earlier on hibachis in the club fireplace as guests looked on.



shrimp tempura (fan-tailed fried jumbo shrimp) with sweet-sour sauce. Several days before the party we immersed raw filet of flounder in lime juice, added spices, and by party time it was ready to serve. The same Chinese restaurant which provided the bamboo shoots cooperated well with us by making miniature egg rolls. These all were passed as hors d'oeuvres.

As members entered the party room, our hostesses (several members and the staff, introduced in the bulletin with such names as Madame Butterfly McClannan and Sayonara Hodgson) were on hand to perform the ritual of removing guests' shoes. In return they offered each arrival a pair of paper "men's locker room" slippers. Later in the evening, we piled the ladies' shoes in the middle of the dance floor where the men played a game of "scramble", each man dancing with the woman whose shoe he uncovered. The dance

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band played all evening until the last guest had found his shoes and headed homeward.

We did not make this event a costume affair although the staff members were, as I mentioned, dressed in appropriate garb. In the bulletin announcement, however, we left it up to the individual to wear a kimono if he chose to do so. We used a light approach to get members to cooperate on the bring-your-own part of the evening, with the notation, "Will the young in heart (and leg) please bring their own pillow? True, a modest selection of chairs will be available for those long in limb, but true sukiyaki and sake to be enjoyed thoroughly should be from the ground up."

Members were permitted to bring out-of-town guests and turnout for the party was good. ■ ■

Oriental Party

(Continued from page 21)

whether it is an oriental theme or a New Year's Eve setting.

To complement the mural, we created a dropped ceiling of cherry blossoms. The type of blossoms used will depend on your budget. We used small tree branches with artificial blossoms hand-made from pink and cerise shades of crepe paper. Naturally, the more blossoms taped to a branch the fuller and richer the effect.

This method is time-consuming and requires a large committee to spend several afternoons preparing the ceiling. If your budget permits, beautiful artificial blossoms are available in

novelty houses. The branches can be suspended from wires stretched across the room.

Authentic Japanese scrolls were hung on the panels all around the room, and fish netting was draped at the large entrance into the ballroom to create a soft, mystical atmosphere. The addition of pastel-colored Japanese lanterns and oriental table decorations completed the setting. Dried materials in Japanese arrangement were placed on bamboo mats, and several open parasols were used around the candle on each table. All this combined to really convert the room into an oriental garden.

Menu

Again, in the menu, we followed through on an oriental theme—this time with the help of a local Chinese restaurant. Our own kitchen prepared the appetizers of Chinese egg roll, French fried shrimp and sweet and sour spareribs. The Chinese restaurant furnished the proper accompanying sauces, and also the three main dishes, Moo Goo Gai Pan (Chicken), Char Chu Ding (Pork), and Pepper Steak (Beef). Some of each was placed on each table along with rice, so each person had a chance to try each item.

For dessert we served fresh minted pineapple and the restaurant supplied us with quantities of fortune cookies and Chinese tea. To the very few who didn't care for the main courses, we gave extra servings of the shrimp and spareribs.

All in all the response and enthusiasm for this party was terrific.

After selection of the theme for a party it has been my experience in carrying it through, that many decorations can be used more than once and thus justify their initial cost. Forethought is primary to the successful party and the promise of "something different" is often the most important aspect in promoting interest. Encouraging members to participate in the preparations is a good way to give them a feeling of responsibility for the success of the party. ■ ■

Liquor Leads Survey

In its ninth annual survey of holiday gift policies of 900 American industrial companies, *Sales Management* magazine discloses that liquor is the preferred choice among industrial gift buyers for the third straight year.

Asked to specify the liquor brands they purchase, survey respondents replied that once again Canadian Club outdistanced all competitors.

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4. The average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the 12 months preceding the date shown above was: 6,786.

JAMES J. WENGERT.

Associate Publisher

Sworn to and subscribed before me this 27th day of September, 1960.

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Swan Lake Theme

(Continued from page 24)

As each daughter's name was called, the father must have remembered well the little "duckling" as a child. Then the drapery was drawn and facing the crowd-lined runway was a serene and lovely young woman. Misty-eyed mothers applauded as each debutante appeared and moved down the runway to take her father's arm for the grand march. When the orchestra broke into Erroll Garner's "Misty", the fathers had the privilege of the first dance.

The fairy-tale-spell soon was broken for the fathers as the young men who greatly outnumbered the debutantes and who were undaunted by sentimentality, broke up the stag line to cut in. Each father saw his white-gowned debutante, carrying a nosegay corsage of white chrysanthemums and sweetheart roses in a white-gloved hand, whisked away onto the dance floor.

About 275 attended the event which included dinner, a water ballet and dance. Because of the nature of the party we felt that any larger an attendance would have spoiled the effect.

A "Swan Lake" water ballet developed by our pool director and given by the club swimmers was presented during the early part of the evening while cocktails were served on the terrace. Immediately before the presentation of the debutantes, there was a ballet dance from "Swan Lake".

When we held the first Assembly Ball at the club last year, the board of directors and members felt it was an affair important enough to make a yearly event so it has become a tradition at the club. ■ ■

"One and Only" Theme

Beginning with its fall advertising campaign Stitzel-Weller is putting full steam behind its slogan "The One and Only Kentucky Bourbon exclusively

Bottled-in-Bond." Holiday advertising in full color will restate the theme using three-dimensional lettering with the de-



*** the only Kentucky Bourbon exclusively Bottled in Bond for the ultimate in Bourbon enjoyment. Made on our original Sour Mash recipe, Old Fitzgerald is noted for memorable flavor. For gift or guest, you are never in doubt selecting the One and Only.

canter and regular fifth set inside the two large O's, as shown in the illustration.

Stitzel-Weller is presenting for holiday selling its new hospitality decanter in simple classic design combined with a gift wrap with huge "stained glass" star. The regular Old Fitzgerald fifth and Fitz pint flasks will also have special gift wrap.

Promotion Program

CLUB MANAGEMENT is one of the key national publications in the food, restaurant, institutional and allied food services fields that has been chosen by American Lamb Council for a full-scale promotional and advertising campaign.

The campaign features gold-bronzed full-color tear-out recipe advertisements together with promotional kits, table tents and menu clip-ons.

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INDEX of advertisers

Atell & Jones, Inc.16	Lea & Perrins, Inc.38
(Agency: Arndt, Preston, Chapin, Lamb & Keen, Inc.)	(Agency: Croot & Brant, Inc.)
Aberdeen Employment Agency78	Legion Utensils Company7
Allen Foods, Inc.69	(Agency: Samuel L. Greenspan)
(Agency: Ridgway-Hirsch Advertising Co.)	Leroux & Company, Inc.73
Almaden Vineyards71	(Agency: J. M. Korn & Co.)
(Agency: Grant Advertising, Inc.)	Liberty Import Corp.64
American Chair Company69	(Agency: Lee Mandell Co.)
(Agency: Jacobson Advertising Service)	Meier's Wine Cellars76
Art Textile Corporation35	(Agency: Wm. Savage & Co.)
(Agency: Edward F. Ruder Associates, Inc.)	Miller Brewing Company49
Ask Mr. Foster Travel Service55	(Agency: Mathison and Associates, Inc.)
(Agency: Needham & Grohmann, Inc.)	Minnesota Mining & Manufacturing Co.33
Astra Bent Wood Furniture Co.66	(Agency: Erwin Wasey, Ruthrauff & Ryan, Inc.)
(Agency: Otto Gruenwald)	Molitor, Inc.72
Bally Case & Cooler Co.68	Monroe Company70
(Agency: Beaumont, Heller & Spertling, Inc.)	(Agency: Lessing Advertising Co.)
Bar Management53	National Biscuit Company27
Blodgett Co., Inc., G. S.37	(Agency: Needham & Grohmann, Inc.)
(Agency: Croot & Brant, Inc.)	National Distillers Products Co.18
Brown-Forman Distillers Corporation2	(Agency: Lawrence Fertig & Company, Inc.)
(Agency: Erwin Wasey, Ruthrauff & Ryan, Inc.)	National Theatre Supply Co.6
Buffet Catering57	(Agency: Paul Smallen Advertising)
Canada Dry Corporation (Johnnie Walker)59	Owens Illinois Glass Company (Libbey)15
(Agency: J. M. Mathes, Inc.)	(Agency: J. Walter Thompson Co.)
Card-Key System, Inc.66	Packaged Parties75
(Agency: Davis & Blackwell, Inc.)	Palen, Inc., Jos. F.14
Caterers Equipment Company75	Park & Tilford Distillers Corp.42
Cheese of All Nations63	(Agency: Mogul, Williams & Saylor, Inc.)
(Agency: Ralph D. Gardner Advertising)	Ralston Purina Company29
Chicopee Mills, Inc.62	(Agency: Guild, Bascom & Bonfigli, Inc.)
(Agency: Bert Paul Kun Advertising Agency)	Ruprecht & Co., Inc.73
Claremont-Majestic Employment Service78	Saxony Clothes, Inc.74
(Agency: Equity Advertising Agency)	(Agency: Joseph P. Schneider, Inc.)
Congress of Motor Hotels68	Schieffelin & Co.77
(Agency: Atkins-Coker, Inc.)	(Agency: Donahue & Coe, Inc.)
Conway Import Co., Inc.78	Seagram Distillers Corporation41
Dennis Company, Joseph K.75	(Agency: Warwick & Legler, Inc.)
Don & Company, Edward62 & 67	Sexton & Company, John45
(Agency: Leo P. Bott, Jr., Advertising)	(Agency: Roche, Rickerd & Cleary, Inc.)
DoSeCo Products Co.16	Shane Uniform Company10
(Agency: William E. Jary Co. Advertising)	(Agency: Keller-Crescent Company)
Duo-Dellay Products8	Shenango China Incorporated4
(Agency: Herman W. Genth)	(Agency: Ketchum, MacLeod & Grove, Inc.)
Du Pont de Nemours & Co.31	South Dakota Pheasant Company70
(Agency: Batten, Barton, Durstine & Osborn, Inc.)	Southwestern Engraving Company70
Fee Bros.67	Stahl Company, The Harlow C.60
(Agency: Wilkinson Advertising)	(Agency: Rossi and Company)
Fields Orchestra, Shep72	State of Colorado (Beef)43
(Agency: Gene Whalen and Associates)	(Agency: Curt Freiburger & Co.)
Foodco Appliance Corp.58	Sterling China Co.47
(Agency: Willis S. Martin Company, Inc.)	(Agency: Meek and Thomas Co., Inc.)
Food Warming Equipment Co., Inc.54	Sterno, Inc.3
Franklin Products Corp.65	(Agency: Ted Bates & Company, Inc.)
(Agency: Mandabach and Simms, Inc.)	Stitzel-Weller Distillery, Inc.82
Geerpres Wringer, Inc.65	(Agency: Winis-Brandon Company)
(Agency: Denham & Company)	Taylor & Company, W. A.54
Great Western Producers80	(Agency: Charles W. Hoyt Company, Inc.)
Greenebaum, Inc., M. H.74	Tuborg Breweries, Ltd.61
(Agency: J. M. Kesslinger & Associates)	(Agency: Erwin Wasey, Ruthrauff & Ryan, Inc.)
Gruendler Crusher & Pulverizer Co.63	Vogt Machine Co., Henry81
(Agency: B. J. Teach and Associates)	(Agency: Farson, Huff & Northlick)
Hardy & Co., Inc., James G.9	Wabash Employment Agency76
(Agency: Lester Harrison, Inc.)	Weavewood, Inc.40
Heyer, Inc.11 & 12	(Agency: Revere Advertising)
(Agency: The Biddle Co.)	Weldon, Williams & Lick, Inc.71
Heywood-Wakefield Co.74	Weason People39
(Agency: Charles W. Hoyt Company, Inc.)	(Agency: Fitzgerald Advertising Agency, Inc.)
Hillyard Chemical Company17	Wile Sons & Co., Inc., Julius64
(Agency: Fardon Advertising, Inc.)	(Agency: Chirurg & Cairns, Inc.)
Hotelmen's Employment78	Wine Advisory Board51
Jenkins & Associates78	(Agency: Roy S. Durstine, Inc.)
(Agency: Matson, Marquette, Soash, Inc.)	
Kobrand Corp. (Beefeater Gin)13	
(Agency: Hicks & Greist, Inc.)	

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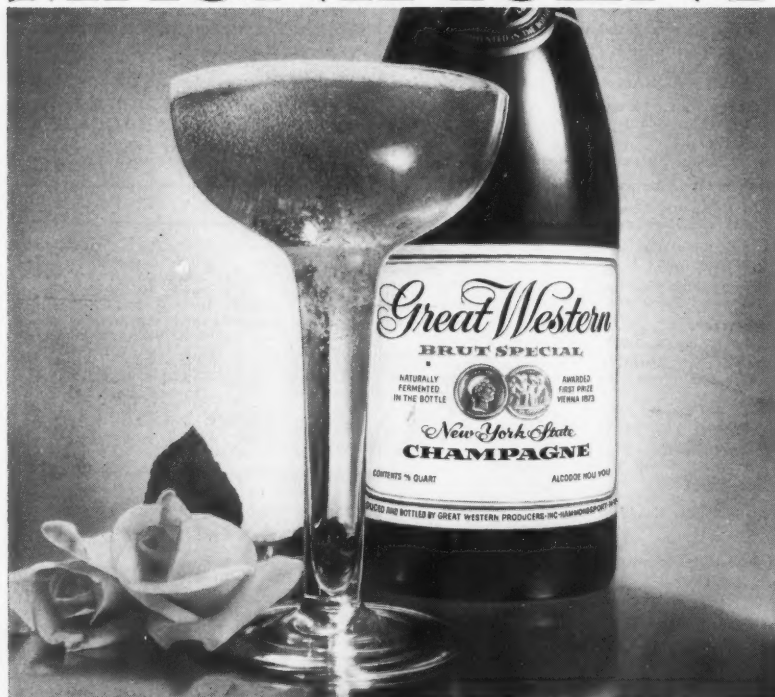


Members of the host committee for the Hawaiian luau stand near the buffet setup as Chef Fred Barber carves the roast pig served at the party. Manager Doc Perkins appoints four couples to act as hosts at each club event.

A Hawaiian Luau

*By Doc Perkins, Manager
Bradenton Country Club
Bradenton, Florida*

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Among a series of parties planned at our club over a period of several months was a Hawaiian luau. We completely decorated the clubhouse, carrying out the theme with cutouts, fish net and other party things with a Hawaiian flavor. From Orchids of Hawaii, Incorporated, I purchased two gross of leis, festive hats, and fish and pineapple cutouts.

We used the fish net as a false ceiling in the lobby and lounge bar, with the cutouts hanging from it. And we rented 25 palms to place throughout the club. The waitresses wore grass skirts, and the bar men and members of the orchestra wore large hats and authentic Hawaiian shirts.

In front of the fireplace in the lounge, we set up a circular buffet table. Members carved the roast pig themselves. This seemed to have great appeal and gave an authentic native air to the party. The buffet featured other exotic foods in keeping with the theme.

An idea I tried recently for our series of parties, and one which has proved a real success at our club, is to appoint a different committee for each party. By using this method, we've gotten more members in the swing of things; more of them feel they are really taking a part in the club activities. We also discovered we were uncovering all kinds of new ideas and talent. If you can get members really involved, working on a party and enthusiastic about it, there is no problem getting a good turnout. For each party I select four couples as hostesses and hosts.

Before this particular party, the luau, we sent out two mailing pieces to the membership and requested everyone to come in costume. About 75 per cent did. When members will turn out in costume, this too is a good indication that the party will be a success. Members already have worked up enthusiasm planning their costumes and everything is on a casual basis. New air-conditioning also helped our attendance since the luau was held during warm weather. However, a luau is not necessarily a warm-weather party, but is good the year 'round.

Among our other events were swimming parties with a snack buffet for adults only, teenage parties with snacks, family picnics, steak fries and chicken and roast beef buffets.

I found a series of parties planned for a slow time, when the club really needs a pickup in business, is a good way to get members in the habit of attending club events. If parties are planned in a series, there isn't a time lapse for members to fall out of the club habit. ■ ■

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